

Plan-Based Forecasts

Introduction

This chapter presents each of the four 5-year forecasts that are fundamental to the preparation of this plan. The smart growth legislation requires that the plan be based on population forecasts over the 20-year planning horizon.¹ The anticipated population base can then be translated into the number of additional housing units that will be needed over the planning period to accommodate the anticipated population base. This same section of the legislation also requires a set of 20-year forecasts for employment.

Table C-1. Plan-Based Forecasts: 2005 to 2024

	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	2005 to 2024
Additional population ¹	281	294	307	321	1,203
Additional households	172	185	200	216	773
Additional housing units	185	199	215	233	832
Additional land (acres) ²					
Commercial	9	11	13	15	48
Industrial	30	31	32	33	126
Residential	78	84	90	97	347
Additional employment (jobs)					
Commercial	253	311	369	428	1,361
Industrial	470	486	502	517	1,976
Total	723	797	871	945	3,337

Notes:

1. The total population includes those living in an institutional setting and those living in households.
2. The amount of land needed for each of these uses includes public infrastructure. A factor was also applied to increase the supply of land to account for consumer choice.

The final set of forecasts relates to future land use and arises out of the forgoing forecasts². The future land use plan must show additional land for development to accommodate the anticipated number of new households and to facilitate the addition of new employment opportunities. Table C-1 presents the four sets of forecasts. Each of the following sections in this chapter presents background information about each and describes in more detail how they were prepared.

Population

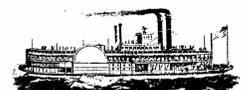
Overview

A community can directly and indirectly affect how fast it grows and the type of growth that occurs through the policies it adopts and the actions it takes. A community could capture a disproportionate share of the growth potential within the region by proactively creating opportunities for new development through any number of actions, including infrastructure improvement and creation of incentives, for example. A community could create a public-private partnership and use its resources to make a project happen that would not otherwise occur. Likewise, it could slow the natural rate of growth by instituting certain policies to limit new development.

“Within any given housing market, a community can promote or discourage new growth through the policies it adopts and actions it takes.”

¹ Wis. Stats. 66.1001(2)(a)

² Wis. Stats. 66.1001(2)(h)

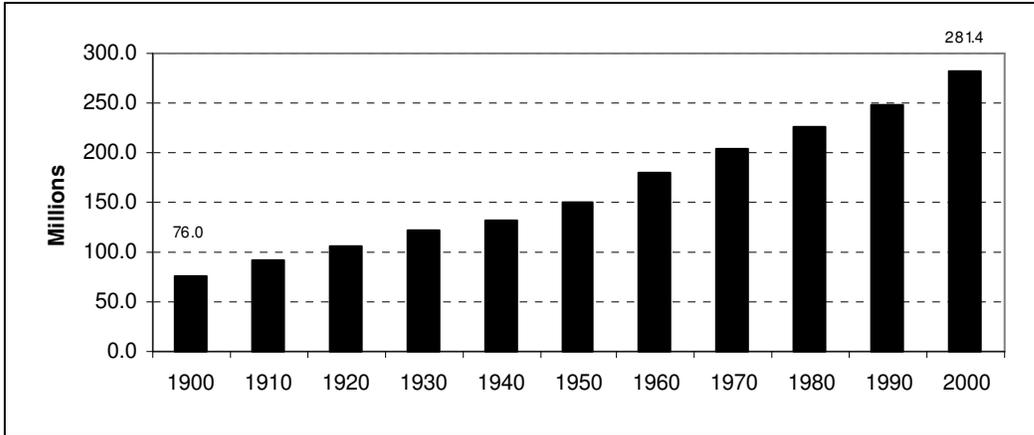


Although a community can affect the rate of growth, it needs to take stock of historical growth patterns and understand its strengths and weaknesses relative to the other locales within the regional market. Obviously, a community needs to be realistic in preparing population forecasts because it affects many parts of the comprehensive plan. If a community uses unrealistic population forecasts, the plan will be flawed (although it can be adjusted by amendment).

National and Statewide Demographic Trends

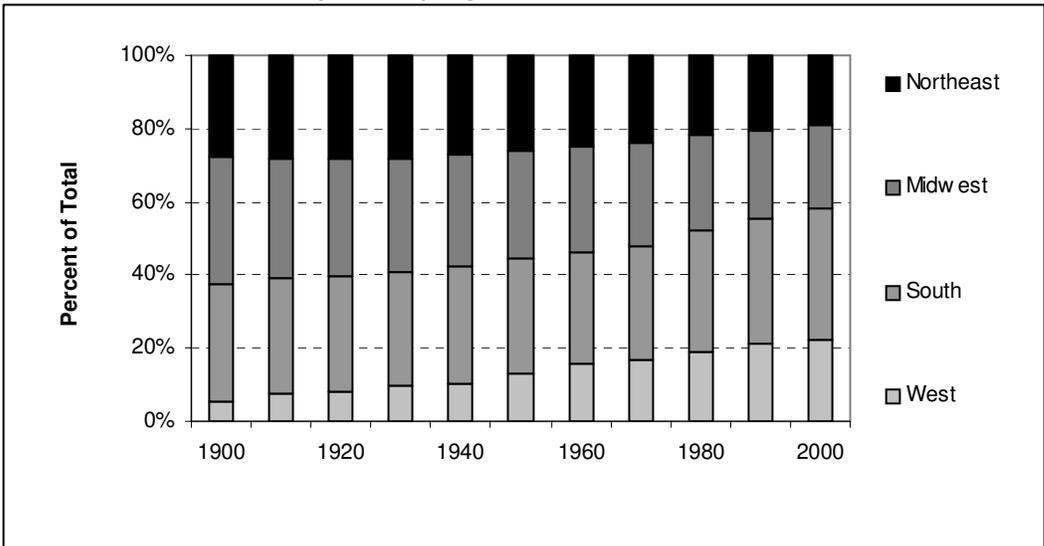
Before describing the historical population change in Prairie du Chien, it is important to consider the larger picture by briefly looking at national and statewide demographic trends and shifts. As depicted in Exhibit C-1, the population of the United States has increased steadily from 1900 to the current day. During the last decade (1990-2000), however, the rate of population growth was near record levels. Most of the growth resulted from immigration, not from natural increase through births. Changes in immigration law at the federal level will likely continue to facilitate immigration from other countries, especially from Mexico and countries throughout Latin America.

Exhibit C-1. United States Population: 1900 to 2000

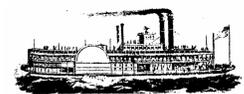


Source: Census Bureau

Exhibit C-2. United States Population by Region: 1900 to 2000



Source: Census Bureau

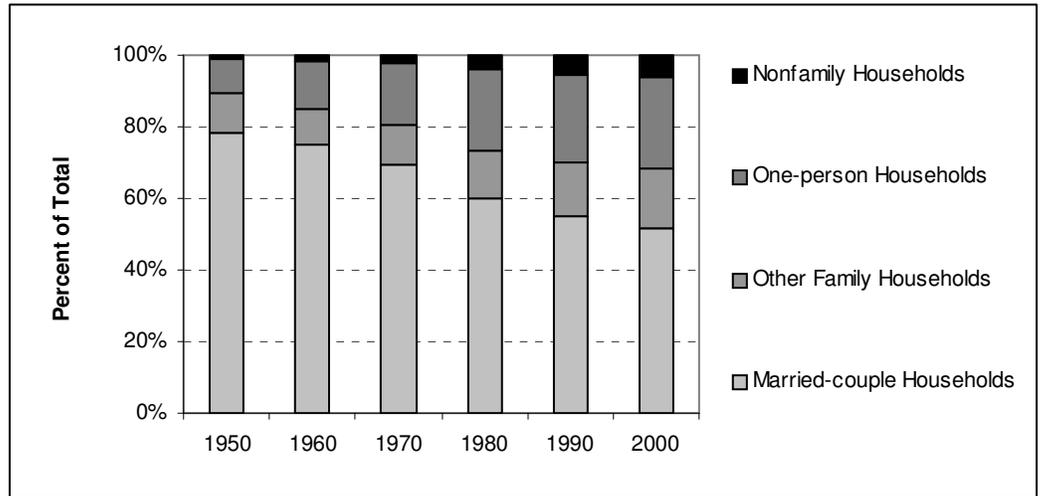


Because of the significant level of immigration in recent years and other demographic shifts, the population center of the United States is moving south and west, and as a consequence the Midwest and Northeast are losing ground (Exhibit C-2).

This population shift will have profound implications on Wisconsin's labor force and its economic development

potential in the coming years, not to mention political influence at the national level. Some economic development specialists in Wisconsin are predicting a labor shortage in the coming years and see immigration to Wisconsin as one way of addressing this potential impediment to sustained economic activity.

Exhibit C-3. Households by Type; United States: 1950 to 2000



Source: Census Bureau

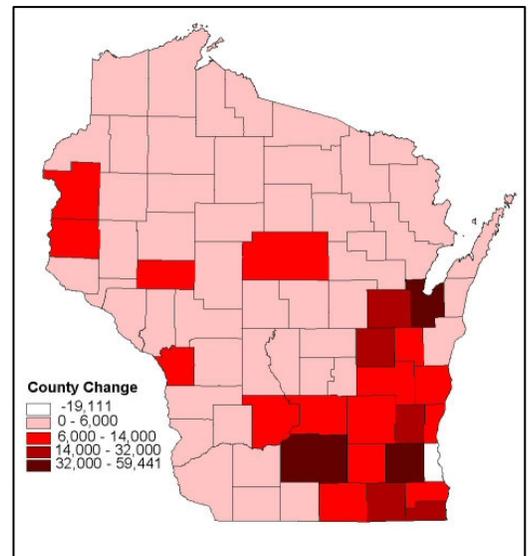
The nature of households is also changing throughout the United States. Although married-couple households are the most common type of household unit, they are losing ground to other living arrangements (Exhibit C-3).

As the proportion of married-couple households declines, we see a significant growth in one-person households. Although the data presented here is for the entire United States and may not reflect precisely what is happening in Prairie du Chien, it is a trend that should be considered in fashioning this plan and especially in assessing the types of housing units that may be needed in the coming years.

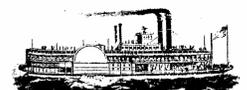
At the state level, the population has been increasing, but slower than the national rate, and at a substantially slower rate when compared to many states in the west and south as noted in the previous section. Between 1970 and 2000, nearly one million new residents were added. The rate of growth between 1990 and 2000, was 9.6 percent, which was twice the rate of growth experienced in the preceding decade.

Most of the state's growth is centered in and around the Madison and Milwaukee metropolitan areas, along the Fox River Valley, and in St. Croix County (Exhibit C-4).

Exhibit C-4. Numeric Population Change; Wisconsin: 1990 to 2000



Source: Bureau of the Census



Regional Population Change

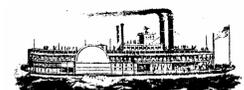
In Crawford County, the population grew by nearly 2,000 residents from 1970 to 2000 (Table C-2). Between 1980 and 1990, the county’s population actually declined by 600 residents. This drop in population during that decade was also felt to an even greater degree in Clayton and Alamakee counties in Iowa.

The rate of population growth in Prairie du Chien has been somewhat lower than what occurred countywide, but closely followed the ups and downs. Between 1970 to 2000, most of the growth occurred in the towns (828 new residents) when compared to the county’s 10 villages (687 new residents). Prairie du Chien posted a net growth of 478 residents during that same period. The vast majority of population growth in the towns in Crawford County occurred in the two towns surrounding the City (Bridgeport and Prairie du Chien).

Table C-2. Population; Prairie du Chien and Selected Jurisdictions: 1970 to 2000

Jurisdiction	1970	1980	1990	2000	Percent Change		
					1970 to 1980	1980 to 1990	1990 to 2000
Wisconsin (000s)	4,418	4,706	4,892	5,364	6.5	4.0	9.6
Towns in Crawford County							
Bridgeport	416	708	753	946	70.2	6.4	25.6
Clayton	916	927	794	956	1.2	-14.3	20.4
Eastman	781	840	745	790	7.6	-11.3	6.0
Freeman	677	796	692	719	17.6	-13.1	3.9
Haney	387	404	384	330	4.4	-5.0	-14.1
Marietta	601	568	532	510	-5.5	-6.3	-4.1
Prairie du Chien	591	694	927	1,076	17.4	33.9	16.1
Scott	478	472	453	503	-1.3	-4.0	11.0
Seneca	858	832	873	893	-3.0	4.9	2.3
Utica	843	822	738	674	-2.5	-10.2	-8.7
Wauzeka	390	445	399	369	14.1	-10.3	-7.5
Villages in Crawford County							
Bell Center	110	124	127	116	12.7	2.4	-8.7
De Soto (part)	79	66	73	118	-16.5	10.6	61.6
Eastman	319	371	369	437	16.3	-0.5	18.4
Ferryville	183	227	154	174	24.0	-32.2	13.0
Gays Mills	623	627	578	625	0.6	-7.8	8.1
Lynxville	149	174	153	176	16.8	-12.1	15.0
Mount Sterling	181	223	217	215	23.2	-2.7	-0.9
Soldiers Grove	514	622	564	653	21.0	-9.3	15.8
Steuben	179	175	161	177	-2.2	-8.0	9.9
Wauzeka	437	580	595	768	32.7	2.6	29.1
Cities in Crawford County							
Prairie du Chien	5,540	5,859	5,659	6,018	5.8	-3.4	6.3
Crawford County	15,252	16,556	15,940	17,243	8.5	-3.7	8.2
Iowa	2,825,368	2,913,808	2,776,755	2,926,324	3.1	4.7	5.4
Alamakee County	14,968	15,108	13,855	14,675	0.9	-8.3	5.9
Clayton County	20,606	21,098	19,054	18,678	2.4	-9.7	-2.0
McGregor, city	na	na	797	871	na	na	9.3
Marquette, city	na	na	479	421	na	na	-12.1

Source: Census Bureau



Population Forecasts

Recognizing that Prairie du Chien can influence the rate of population growth in the coming years and is not strictly bound by historical trends, the community decided to work toward a somewhat faster growth rate than what was experienced from 1990 to 2000. After evaluating a number of growth rates and looking at potential consequences of each, an annual average growth rate of 0.9 percent rate was selected and is used throughout this plan. This rate is consistent with the City’s long-term vision as articulated in Chapter B and is a realistic assessment.

Table C-3 shows the year-end population counts and the number of new residents added in each of the five-year increments based on this growth rate. Between 2004 and 2023, close to 1,200 new residents are anticipated.

Because a certain percentage of the population will be living in an institutional setting (e.g., correctional facility, nursing home, group home), forecasts were also prepared showing the population living in a household setting (Table C-3). This step is needed to accurately estimate the number acres needed for residential purposes. For the purpose of this plan, it is assumed that roughly 10 percent of the total population will be living in a non-household situation over the next 20-year period. These forecasts do not anticipate a significant increase in the population at the Prairie du Chien Correctional Facility or at Wyalusing Academy. Most of the additional growth will occur in nursing homes and similar settings.

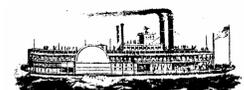
In addition to the resident population, it is often important to consider the non-resident population, which primarily consists of visitors who are “living” in the City. As the City gains prominence as a tourist destination, the non-resident population will account for a growing share of the total population.

Currently, there are a number of special events that draw a significant number of non-residents to the City. The largest influx of visitors occurs during the Rendezvous and the Flea Market which are held concurrently in early summer (Father’s Day weekend). It is estimated that close to 10,000 visitors are in Prairie du Chien on any given day during the three-day event causing the City’s “population” to more than double.

Table C-3. Population; Prairie du Chien: 2004 to 2024

Time Period	Total Resident	Population
	Population ¹	In Households
2004	6,131	5,518
2005	6,186	5,567
2006	6,242	5,618
2007	6,298	5,668
2008	6,355	5,720
2009	6,412	5,771
2010	6,470	5,823
2011	6,528	5,875
2012	6,587	5,928
2013	6,646	5,981
2014	6,706	6,035
2015	6,766	6,089
2016	6,827	6,144
2017	6,888	6,199
2017	6,950	6,255
2019	7,013	6,312
2020	7,076	6,368
2021	7,140	6,426
2022	7,204	6,484
2023	7,269	6,542
2024	7,334	6,601
Number Added During Period		
2005 – 2009	281	253
2010 – 2014	294	264
2015 – 2019	307	277
2020 – 2024	321	289
2005 - 2024	1,203	1,083

1. The total population includes those living in an institutional setting and those living in households.



Housing Forecasts

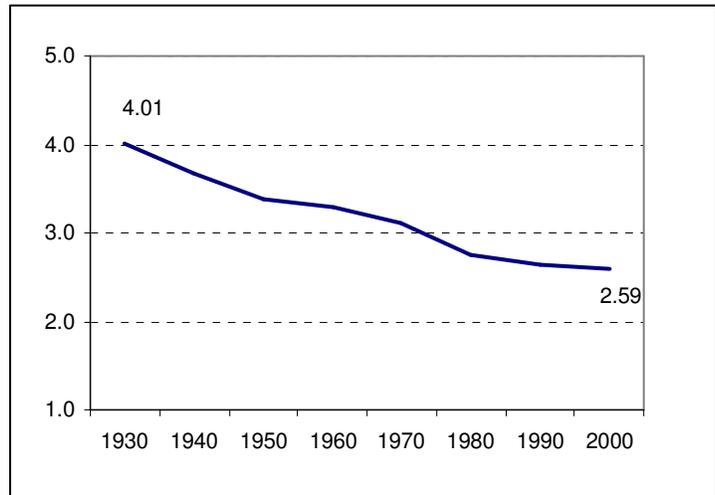
Having established the anticipated resident population living within the City in a household setting, it is possible to forecast the number of housing units that will be needed to accommodate the growing population.

The number of households was estimated by dividing the anticipated population living in a household by the average household size for each of the time periods. Nationally, the average household size has been on a steady downward trend for a number of decades as shown in Exhibit C-5. This trend is also evident throughout much of Wisconsin and in Prairie du Chien. From 1990 to 2000, the average household size in Prairie du Chien declined from 2.41 to 2.28. It should be noted that during 2000, the average household size in Prairie du Chien was significantly lower than in the United States as a whole (2.59). It is anticipated this trend will continue throughout the planning period in Prairie du Chien, but at a slower rate of decline, and cause the figure to drop to about 2.1.

This demographic trend suggests that even if the population of the City did not grow, additional housing units would be needed to account for a smaller number of people living in each housing unit.

Table C-4 shows the anticipated number of households over the 20-year planning horizon by year and for each of the 5-year increments. Having established the number of households that will be living in the City, it is necessary to determine the number of housing units that will be needed to house them. The number of housing units will, more often than not, exceed the number of households in that a certain share of the housing units will be vacant at any point in time. They may be vacant because it is not considered a primary residence, because it is for rent or for sale, or simply not occupied. For the purpose of this plan, it is assumed that 7 percent of the housing units will be vacant at any point in time. The calculated number of housing units is also shown in Table C-4.

Exhibit C-5. Average Household Size; United States: 1930 to 2000

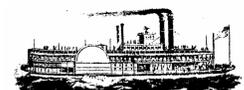


Source: Census Bureau

Table C-4. Housing; Prairie du Chien: 2004 to 2023

Year	Housing	
	Households	Units
2004	2,463	2,648
2005	2,496	2,684
2006	2,531	2,722
2007	2,565	2,758
2008	2,600	2,796
2009	2,635	2,833
2010	2,671	2,872
2011	2,707	2,911
2012	2,744	2,951
2013	2,782	2,991
2014	2,820	3,032
2015	2,859	3,074
2016	2,898	3,116
2017	2,938	3,159
2018	2,979	3,203
2019	3,020	3,247
2020	3,062	3,292
2021	3,104	3,338
2022	3,148	3,385
2023	3,191	3,431
2024	3,236	3,480
Number Added During Period		
2005 – 2009	172	185
2010 – 2014	185	199
2015 – 2019	200	215
2020 – 2024	216	233
2005 - 2024	773	832

1. The total population includes those living in an institutional setting and those living in households.



Employment Forecasts

As shown on the future land use map, land is allocated to accommodate new commercial and industrial enterprises. Using employment ratios based on acreage, the number of potential new jobs was calculated (Table C-5). During the first five-year increment, it is anticipated that the land designated for commercial and industrial land uses could support 723 additional jobs.

Table C-5. Anticipated Number of New Jobs: 2005 to 2024

	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Total 2005 to 2024
Office	62	93	124	156	436
Retail / service	191	218	245	272	926
General industrial (e.g., manufacturing, warehouse, and distribution)	470	486	502	517	1,976
Total	723	797	871	945	3,338

Notes:

1. The amount of land needed for each of these uses includes public infrastructure. A factor was also applied to increase the supply of land to account for consumer choice.

Land Use Forecasts

In Chapter B, there is a set of objectives that are intended to help guide the housing mix of new residential development in the coming years. These proportions are shown in Table C-6 and are used to determine the number of housing units by type (Table C-7).

The land area requirements for each of these housing types was calculated by applying an average density to each of the categories. These values were then adjusted upward to account for infrastructure (e.g., roads, smaller community parks). Each of the values were then adjusted upward to allow consumers a choice between different competing housing developments. Table C-8 shows the number of acres needed for each of the housing types for each of the five-year increments. A total of 340 acres should be shown on the future land use map for residential purposes intended to occur over the next 20 years.

Table C-6. Housing Types: 2005 to 2024

	Percent Of Total
Single-family	
High density	35
Medium density	30
Low density	1
Two-family	11
Multi-family	23
Mobile home	0

It should be noted that these data are intended for planning purposes only. It is important to keep tabs on actual development levels and update these forecasts based on more current information and to account for actual development activity and shifts in the housing market.

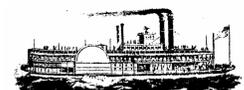


Table C-7. Additional Dwelling Units by Housing Type: 2005 to 2024

	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Total 2005 to 2024
Single-family					
High density	65	70	75	82	292
Medium density	56	60	65	70	251
Low density	2	2	2	2	8
Two-family	20	22	24	26	92
Multi-family	43	46	49	54	192
Mobile home	0	0	0	0	0
Total	186	200	215	234	835

Table C-8. Land Area Requirements by Housing Type: 2005 to 2024

	2005 to 2009	2010 to 2014	2015 to 2019	2020 to 2024	Total 2005 to 2024
Single-family					
High density	27	29	31	34	121
Medium density	36	39	42	45	162
Low density	3	3	3	3	12
Two-family	6	6	7	7	26
Multi-family	6	7	7	8	28
Mobile home	0	0	0	0	0
Total	78	84	90	97	349

