



Village of Grafton Comprehensive Plan Amendment

Kickoff Meeting – February 23, 2016

What is a Comprehensive Plan?

- State Smart Growth Legislation (1999)
- Define the desired type, location, and appearance of future development
- Preserve and enhance residential neighborhoods and property values
- Preserve and enhance quality of life
- Incorporate future transportation and utility projects into land use decisions
- Promote efficient development
- Serve as a guide and provide direction

Project Overview

- Community Vision Graphic
- Significant amendment to address emerging issues
 - Evaluation of Housing Mix
 - Port Washington Road Corridor Plan
 - Planned (Future) Land Use Map
 - C-4 Drive-Through Restaurants Policy
- Comprehensive Plan Amendment Document
- Public Hearing: late August
- Plan Commission Recommendation to Village Board

Stakeholder Involvement

- Public Participation Plan
- Individual Interviews on land key land use issues
- Focus Groups on key land use issues
- Community Workshop
- Village Board Meeting
- Plan Commission Meetings (3)



Overview of Key Trends

Village of Grafton

Trends

- Population
- Demographics
- Housing
- Education
- Employment

Population Trends

- Population continues to increase in both Grafton and Ozaukee County
- Since 2000, Grafton has grown at a much faster rate than Ozaukee County and Wisconsin as a whole

	1990	2000	2010	2014	Since 2000
Grafton	9,340	10,312	11,459	11,539	+11.9%
Ozaukee County	72,831	82,317	86,395	86,930	+5.6%
Wisconsin	4,891,769	5,363,675	5,686,986	5,724,692	+6.7%

Population Projections

- Population is projected to increase in both Grafton and Ozaukee County through 2040, but not as fast as the state as a whole
- The Village's projected growth rate is similar to the growth rate since 2000

	2010 Census	2020 Projection	2030 Projection	2040 Projection	Projected Growth Rate: 2010-2040
Grafton	11,459	11,940	12,750	12,770	+11.4%
Ozaukee County	86,395	89,715	94,955	94,370	+9.2%
Wisconsin	5,686,986	6,005,080	6,375,910	6,491,635	+14.1%

Age

- Median age is increasing in the Village, but still lower than the County
- School-aged children population is declining
- Elderly population is increasing

	Grafton		Ozaukee Co.
	2000	2014	2014
Median Age	37.3	40.7	43.7
% Under 18	26.3%	21.3%	22.7%
% 65 and Over	11.7%	16.5%	16.2%

Housing Units and Households

- Number of households and housing units in Grafton has increased
- Continual decline in average household size
- Need for more housing

	Grafton			Ozaukee County		
	1990	2000	2014	1990	2000	2014
Households	3,396	4,048	4,738	25,707	30,857	34,319
Housing Units	3,457	4,165	4,960	26,482	32,034	36,449
Average Household Size	Not available	2.54	2.43	Not available	2.61	2.50

Housing Characteristics

- Percent of owner-occupied housing has increased in Grafton since 1990, but slightly decreased since 2000
- Home values and rents have increased

	Grafton			Ozaukee County		
	1990	2000	2014	1990	2000	2014
% Owner Occ.	64.2%	69.0%	67.7%	74.4%	76.3%	76.9%
Median Home Value	\$89,100	\$145,800	\$204,800	\$100,500	\$177,300	\$247,300
Median Monthly Rent	\$452	\$625	\$787	\$431	\$642	\$820

Housing Affordability

- A higher percentage of household income is going toward rent
- Lack of supply
- Low vacancy rate (2.1% in 2014)
- 32.3% of Grafton residents are renters

	Grafton		Ozaukee County	
	2000	2014	2000	2014
Percent of renters paying more than 30% of income toward rent	19.6%	36.4%	26.4%	41.8%

Housing Types Comparison - 2014

Community	Single Family	Two Family	Multi-Family
Grafton	67.7%	3.6%	28.7%
Germantown	75.2%	3.5%	18.7%
Mequon	87.4%	2.7%	9.6%
Port Washington	63.7%	10.9%	25.2%
Sussex	67.1%	0.8%	31.8%
West Bend	63.6%	5.6%	30.6%

Housing Types – Shifts Since 2000

- Grafton and Mequon: *slight* shift toward multi-family since 2000, but generally stable

Community	Single Family	Two Family	Multi-Family
Grafton	↓0.1%	↓3.1%	↑3.2%
Germantown	↑2.2%	↑1.0%	↓3.4%
Mequon	↓4.8%	↑0.8%	↑3.7%
Port Washington	↑1.6%	↓2.5%	↑1.1%
Sussex	↑1.5%	↓2.8%	↑1.3%
West Bend	↑4.9%	↓2.8%	↓2.0%

Numerical change in percentage points from 2000 to 2014

Education

- Slightly lower educational attainment than the County

Highest Level of Education Achieved	Grafton	Ozaukee County
Graduate Degree	13.6%	16.8%
Bachelor's Degree	26.7%	29.6%
Associate Degree	8.6%	8.1%
Some College, No Degree	22.6%	19.4%
High School Diploma	24.0%	22.4%

Education

- Fewer college grads as compared to Ozaukee County

Highest Level of Education Achieved	Grafton	Ozaukee County
High school graduate or higher	95.5%	96.2%
Bachelor's degree or higher	40.3%	46.4%

Employment - Commuting

- The majority of Ozaukee County residents (50%) work in Ozaukee County
- Milwaukee County is another top work destination (32.3%)
- Average travel time to work:
 - Grafton residents: 21.8 minutes
 - Ozaukee County residents: 23.6 minutes

Employment Industries

- Top employment industries for Grafton residents:
 - Educational services and health care and social assistance (**26.1%**)
 - Manufacturing (**19.7%**)
 - Retail (**11.2%**)
 - Finance and insurance, and real estate and rental and leasing (**10.2%**)
 - Professional, scientific, and management, and administrative and waste management services (**10%**)



Questions?

Key Issues

Key Issues

- Future Land Use Map and Categories
- Port Washington Road Corridor
- Drive-Through Policy
- Multi-family Development
- Commercial Development

Results of Questionnaire

- Great response to questionnaire
- Conversation starter... not a vote
- Here are some highlights

Q1. Positive Recent Projects

- Lumberyard
- Grafton Commons
- Village Pointe Commons
- Meijer

Higher Density Residential (no retail)



Higher Density Residential with First Floor Retail



Medium Density Apartments



Townhomes



Duplexes



Q2. Higher-Density Apartment Buildings

- General support
- Downtown location
- Need to be aware of impact on Village services

Q3. Mixed-Income Apartments

- General support for integrating affordable units into market-rate housing developments
- Some opposition
- Some concerns about ongoing property management

Q4. Sites for Multi-Family Development

- Downtown
- Hickory Street at Green Bay Road
- Wisconsin at Chateau

Q5A. Port Washington Road – east side of Port Rd between Costco and Arrowhead Road

- Lifestyle retail/small-scale Bayshore
- No big box
- Shopping
- Sit-down restaurants
- Office
- Hotel
- Family-oriented, kid-friendly

Q5B. Port Washington Road – west side of Port Road, north of Arrowhead Road

- Wide variety of uses suggested
- Office
- Mixed use
- Hotel
- Business park
- Multi-family

Q5C. Both Sides of Port Washington Road – between Meijer and future River Bend Road

- Box stores but no big box
- Commercial
- Office
- Business Park
- Multi-family

Q5D. East side of I-43 between Arrowhead Road and Falls Road

- Hotel
- Business Park
- Possible (road) access issues
- Environmental corridor issues

Q6. Office Development

- General support for reserving space specifically for office development in the Village and on Port Washington Road
- Need more info about the tax base that office would generate and market demand for office

Q7. Industrial/Business Park Development

- Lukewarm support
- Concern about need/demand for additional development of this type
- May not be suitable for Port Washington Road specifically

Q8. Commercial Development

- General support
- Concern about the quality of development
- Concern about the types of commercial uses

Q9. Multi-Family on Port Washington Road

- Some support
- North of Arrowhead Road a possibility
- Many were not sure – need more information

Q10. Reevaluate Drive-Through Policy

More than **70%** of respondents supported reevaluating the Village's current policy to allow restaurants with drive-through facilities with restrictions.

Higher Density Residential (no retail)



Higher Density Residential with First Floor Retail



Medium Density Apartments



Townhomes



Duplexes



Next Steps

- Development of Draft Plan Amendment: February – April
- Interviews and Focus Groups: May
- Community Workshop: June
- Update at Plan Commission Meeting: July



Questions?