

## **CHAPTER 1: Issues and Opportunities for Comprehensive Planning In the Village Of Park Ridge**

66.1001(2)(a) Wis. Stat.:

**Issues and opportunities element.** Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period. Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

The purpose of a comprehensive planning program is to promote orderly and beneficial development, helping to create a community that offers residents an attractive, efficient, and “resident-friendly” environment in which to live.

The planning process involves understanding the various physical, economic, and social issues within the Village. It examines where the Village has been, where it is now, what goals or targets the community hopes to achieve, and what actions are necessary to reach these goals. A successful planning program can provide the direction needed to manage future growth or redevelopment by offering guidelines to government leaders, private enterprise, and individuals so that the Village development-related decisions are sound, practical and consistent.

### **Section 1.1 Brief History and Description of the Planning Area**

On January 3, 1938, a petition was presented in Circuit Court, Judge Byron B. Park presiding. The petition sought an order from the court to incorporate 133.4 acres, then part of the Town of Hull, as a village under the name of Park Ridge. Park Ridge, aptly named after the ridge that follows the west bank of the historic Plover River, voted for incorporation at an election held on January 25, 1938. The petition for incorporation was signed by Horace Coleman, Jr., George Lovejoy, Oscar Hofmeister, Joseph Johnson, and George Bacon. Apparently there was some thought of calling it “Plover Hills” as the document of incorporation was written with this name throughout but corrected in ink above the scratched name of Plover Hills to make it Park Ridge, which was also spelled in the early documents as one word, “Parkridge.”

At the election for incorporation held January 25, 1938, the total number of votes cast was 56, of which 52 were for incorporation and four against. At the first election of officers held February 18, 1938 the following members were named to the first Village Board: H.W. Coleman, Jr., president; J.C. Johnson and George Lovejoy, trustees; Elinor Bacon, clerk; Oscar Hofmeister, treasurer; A.A. Hetzle, assessor; Horace Atkins, supervisor; Joe Turzinski, constable; and Charles Engbretson, justice of the peace.

The new village faltered in its early months, and a movement got underway to dissolve the incorporation and revert to the town of Hull. This petition, dated July 14, 1938, was acted upon at a special meeting for the village board held July 19, 1938. On a motion made by George

Lovejoy and seconded by Joe Johnson, the resolution was tabled. The reason given for this action was that the village plan had not been given a fair trial.

In 1939 the village got help from the Federal Works Project Administration to improve its streets, and at a meeting held August 31, 1939, the board voted “to notify the City of Stevens Point to keep their two ton trucks (when loaded) off the streets of Park Ridge after they have been oiled.”

The income for the 1940 budget was established at \$3,207.28, and the total valuation, according to the 1939 assessment roll, was \$111,650, fixing the tax rate of \$23 per \$1000 assessed valuation.

At the regular board meeting held October 31, 1940 it was resolved that the plat of Plover Hills, a subdivision north of Hwy 10 in the NE1/4 of Section 34, be accepted, but no further action was taken to include this subdivision into Park Ridge. At the same meeting the Village constable was authorized the purchase of a revolver and holster not to exceed \$18 in cost.

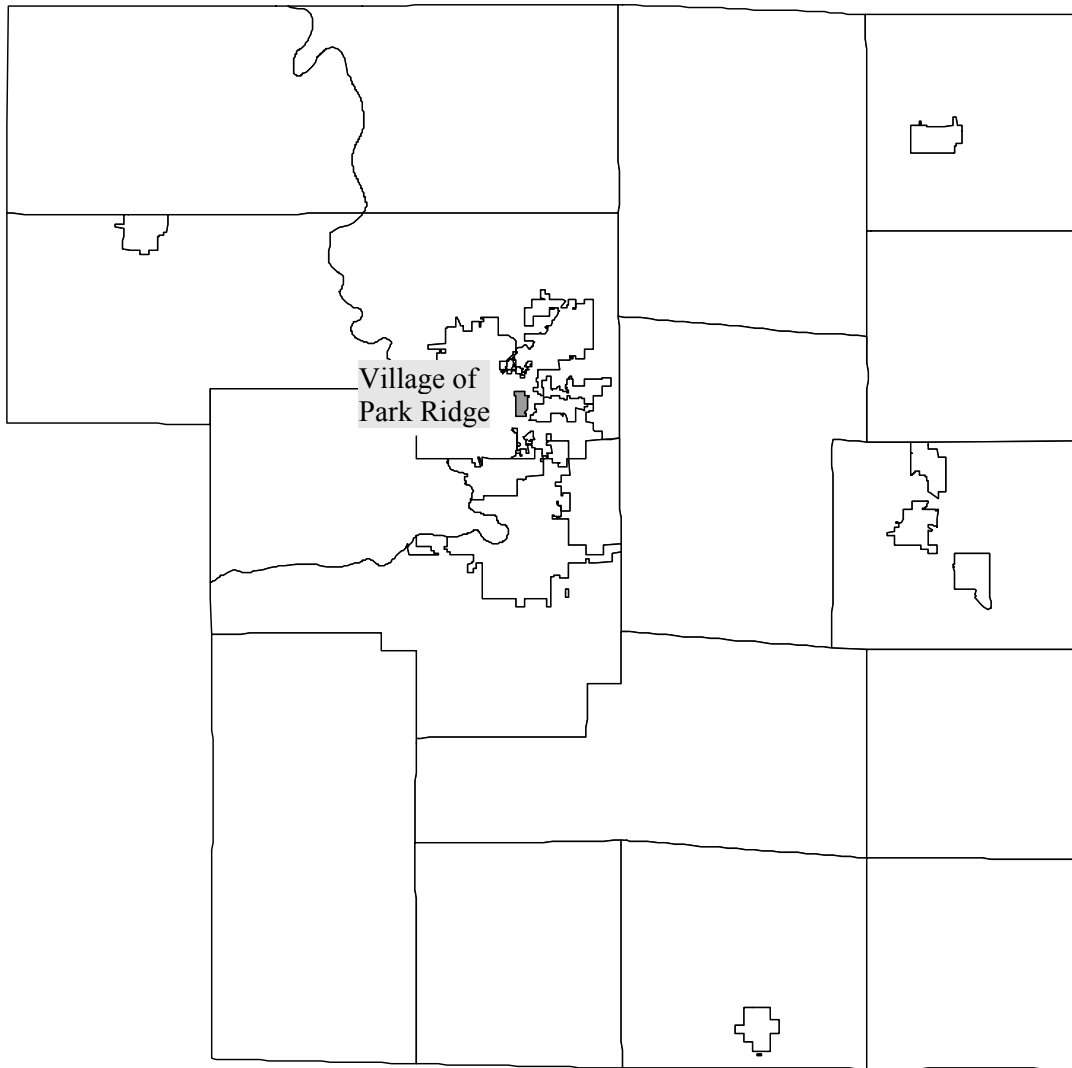
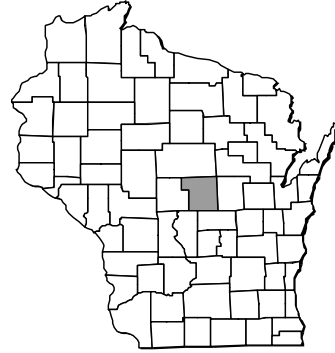
Action to build a new Village Hall was taken in December 1940 when a special assessment of two mills was established to cover the increased taxes. The attractive new hall, constructed of Ellis stone was completed the following year.

The Village passed an ordinance on December 20, 1948 “governing the organization and regulation of the volunteer fire department of the Village of Park Ridge”. Piece by piece the makings of a fire truck were purchased and assembled. By August 1950 the village had a fire truck and volunteer fire department with an ordinance spelling out the powers and duties of the fire chief, fire inspector and the authorities of the volunteer fireman.

# Village of Park Ridge Portage County, Wisconsin

Figure 1.1

Population 2000: 488  
Area: 0.2 square miles



## **Section 1.2 Past Planning In Park Ridge**

The Village of Park Ridge has no previously adopted planning documents.

## **Section 1.3 The Current Comprehensive Planning Process**

As mentioned in the introduction to this document, this Village of Park Ridge Comprehensive Plan had its beginning as a part of the County-wide planning project started in June 2001. The work during the first 18 months of the County-wide project, performed primarily by the Portage County Comprehensive Planning Joint Steering Committee, centered on public participation, visioning, and the generation of preliminary goal suggestions for the nine required Plan elements. This information was then forwarded to all local units of government in the fall of 2002. Utilizing the information provided by the Joint Steering Committee, the Village of Park Ridge Plan Commission began the Village Comprehensive Planning process in earnest in September 2003. The Plan Commission met through the middle of 2004 to put together the first complete preliminary draft of the plan.

The comprehensive planning process involves several basic phases:

The first phase involves research. Activities include acquiring a thorough knowledge of the existing community setting, identifying problems that require solutions, and analyzing critical factors that need to be changed before progress can be made toward community goals, and establishing goals and objectives for growth and development.

The second phase involves the formation of planning policy. Planning policies recommend a course of action that will accommodate expected change, produce desired change, or prevent undesirable change.

The next phase involves identifying in general policy terms how development should proceed in the future to achieve community goals.

The final phase involves implementation of the plan and programs that will influence the day-to-day decisions made by government officials, private enterprise, and individuals. Plan implementation provides the means by which community goals can be achieved. Three major tools of implementation are the zoning ordinance, subdivision regulations, and capital improvements program. Zoning regulations act to control growth and development so that it is harmonious with the proposals and recommendations set forth in the Comprehensive Plan. They promote sound, orderly development directed toward the preservation of property values and the improvement of the overall appearance of the community. Subdivision regulations assure that new land divisions are designed in an orderly and efficient manner and are in accordance with the Comprehensive Plan. The capital improvements program is a long-range financial plan for major public improvements. It proposes the best means for utilizing available financial resources to provide residents with necessary facilities and services.

The Comprehensive Plan is the primary link between the past, the present, and the future, making it perhaps the best resource for achieving continuity over a period of time. It is to be used as a guide by those making decisions with regard to the development or redevelopment of the community. The Comprehensive Plan must also remain flexible so that it can be modified to reflect the processes of actual development and the changing attitudes and priorities of the community. To maintain an updated Comprehensive Plan, new information must be periodically

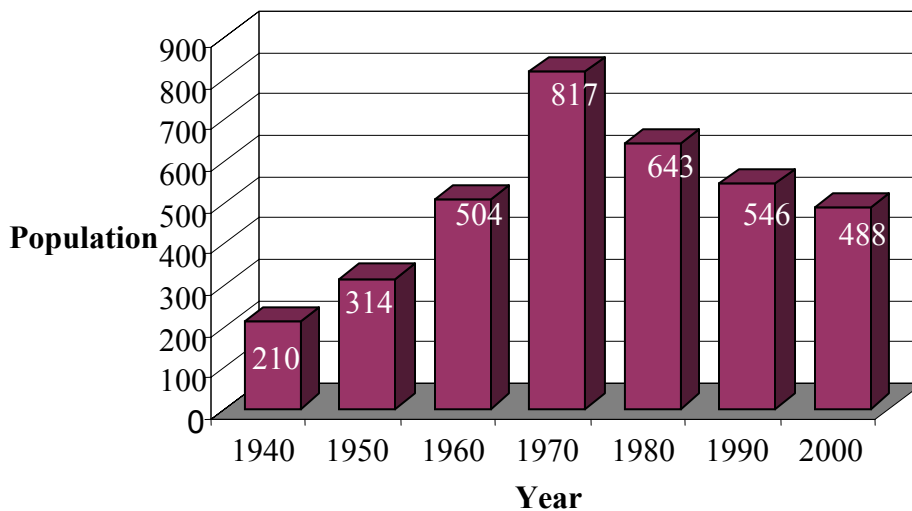
gathered and studied to determine trends and reevaluate projections, forecasts, and plans. Even policy recommendations, which are relatively permanent statements, may require periodic review to determine their appropriateness and suitability in relation to the direction and character of community development at that time. A well thought-out and updated Comprehensive Plan is one of the most fruitful investments a village can make, serving as a collection of policies and plans designed to guide future growth (whether development or redevelopment), while ensuring continuity over time as changes occur within the Village of Park Ridge.

## **Section 1.4 Demographic Trends**

### **A. Population Growth**

Every 10 years the Federal government performs the national census, and these census results are the main source of the information used to understand how communities change over time. The Village of Park Ridge has seen a continuing decline in its population since peaking in 1970. According to the latest census information, the population decreased by 155 people between 1980 and 2000 (see Figure 1.3 below). The *Age Distribution* section below will discuss the make-up of Village population over time.

**Figure 1.2: Village of Park Ridge Population Change, 1940 to 2000**



Source: US Bureau of Census

The Village's population decrease of over 24% from 1980 to 2000 is quite a contrast to the growth rate for Portage County overall (+17%) and the State (+14%) over the same time period. The 2003 State of Wisconsin Department of Administration population estimate for the Village of Park Ridge was 478, a decrease of 2.05% since the 2000 census (see Table 1.1). The Village population will eventually begin to increase as older residents are replaced by new, younger families.

**Table 1.1: Village of Park Ridge Population Change, 1980 to 2000**

	Census			State DOA Estimate	1980 to 2000 Change	2000 to 2003 Change
	1980	1990	2000	2003		
Village of Park Ridge	643	546	488	478	-24.1%	-2.05%
City of Stevens Point	22,970	23,002	24,551	25,056	6.9%	2.06%
Village of Plover	5,310	8,176	10,520	10,981	98.1%	4.38%
Village of Whiting	2,050	1,838	1,760	1,743	-14.1%	-0.097%
Portage County	57,420	61,405	67,182	68,667	17.0%	2.23%
State of Wisconsin	4,705,642	4,891,769	5,363,675	5,453,896	14.0%	1.7%

Source: US Census Bureau; State of Wisconsin Dept. of Administration; Portage County Planning and Zoning Dept.

Table 1.2 below helps to illustrate the migration patterns of the Village residents by examining where residents were living five years prior to the census. The “Same House” column identifies the Park Ridge residents that lived in the same dwelling in both 1995 and 2000 (or 1985 and 1990); a high percentage can be an indicator of long-term residency. The “Different House, Portage County” column identifies the Park Ridge residents that lived in a home outside the Village, but within Portage County, in 1995. The “Different House, Different County” column identifies the Park Ridge residents that lived in a home outside of the Village and Portage County, but within the State of Wisconsin, in 1995. The “Different State” column identifies the Park Ridge residents that lived in a home outside the State of Wisconsin in 1995. Altogether, this information provides insight into the nature and pace of new residents moving into the Village. Based on 2000 census information, seventy percent (70%) of the Village's residents lived in the same house as they did in 1995, up eight percent (8%) from 1990. Twenty-one percent (21%) of Village residents in the year 2000 had moved into the Village after living in other parts of Portage County in 1995 (up from 17% in 1990); eight percent (8%) lived in a different Wisconsin County in 1995 before moving to Park Ridge (down from 13%), and one percent (1%) moved to the Village from another state (down from 8%).

**Table 1.2: Comparison of Place of Residence, Five Years Prior to 1990 & 2000 Census**

	Same House				Different House, Portage County				Different House, Different County				Different State			
	1985		1995		1985		1995		1985		1995		1985		1995	
	#	%	#	%	#	%	#	%	#	%	#	%	#	%	#	%
V. Park Ridge	320	62%	330	70%	85	17%	99	21%	67	13%	36	8%	41	8%	6	1%
Stevens Point	8,929	41%	9,244	40%	4,157	19%	5,548	24%	6,523	30%	6,428	28%	1,638	8%	1,783	8%
V. Plover	3,780	51%	5,155	53%	2,258	30%	2,700	28%	899	12%	1,237	13%	452	6%	652	7%
V. Whiting	1,120	64%	980	60%	434	25%	511	31%	112	6%	81	5%	75	4%	64	4%
Portage County		51%		56%		21%		22%		21%		16%		7%		5%

Source: U.S. Census Bureau, 1980 and 2000 Census.

B. Age Distribution

Insight into the nature of the Village population's change over time can be gained through examining how these age groups change as they move through their life cycles.

Table 1.3 below details the number of Village residents that occupied specific age groups in each of the last three census years, along with similar information for the other urban area communities (Stevens Point, Villages of Plover and Whiting - in the form of the average for all three) and the County as a whole (see Appendix D for individual community information).

The age groups (or "cohorts" as they are called when tracking a group of same-aged people) have been displayed within the table in ten-year increments to more easily see how their numbers increase or decline over different census years. The diagonal series of gray or white boxes within Table 1.3 indicate the path of each age cohort through the three census periods. For example, the 5-to-14 year old cohort numbered 97 people in 1980. This number decreased to 65 in 1990 (as the 5-to-14 year olds became 15-to-24 year olds), and dropped to 27 in 2000 as 25-to-34 year olds, 70 residents, or 72% of this cohort, left the Village over a twenty-year period.

**Table 1.3: Distribution of Population, by Ten-Year Age Groups**

	Village of Park Ridge			Urban Area Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Under 5 years	21 <i>0.4%</i>	18 <i>0.2%</i>	18 <i>0.2%</i>	618 <i>6.1%</i>	679 <i>6.2%</i>	706 <i>5.8%</i>	4,343 <i>7.6%</i>	4,226 <i>6.9%</i>	3,964 <i>5.9%</i>
5 to 14 years	97 <i>1.8%</i>	69 <i>0.8%</i>	58 <i>0.6%</i>	1,194 <i>11.8%</i>	1,319 <i>12.0%</i>	1,430 <i>11.6%</i>	8,671 <i>15.1%</i>	9,080 <i>14.8%</i>	9,118 <i>13.6%</i>
15 to 24 years	142 <i>2.7%</i>	65 <i>0.8%</i>	43 <i>0.4%</i>	3,455 <i>34.2%</i>	3,096 <i>28.1%</i>	3,382 <i>27.6%</i>	15,270 <i>26.6%</i>	13,081 <i>21.3%</i>	13,983 <i>20.8%</i>
25 to 34 years	55 <i>1.0%</i>	58 <i>0.7%</i>	27 <i>0.3%</i>	1,493 <i>14.8%</i>	1,789 <i>16.3%</i>	1,596 <i>13.0%</i>	9,180 <i>16.0%</i>	9,897 <i>16.1%</i>	8,322 <i>12.4%</i>
35 to 44 years	66 <i>1.2%</i>	79 <i>1.0%</i>	79 <i>0.8%</i>	829 <i>8.2%</i>	1,339 <i>12.2%</i>	1,607 <i>13.1%</i>	5,593 <i>9.7%</i>	8,690 <i>14.2%</i>	10,261 <i>15.3%</i>
45 to 54 years	113 <i>2.1%</i>	71 <i>0.9%</i>	75 <i>0.7%</i>	736 <i>7.3%</i>	827 <i>7.5%</i>	1,373 <i>11.2%</i>	4,447 <i>7.7%</i>	5,489 <i>8.9%</i>	8,945 <i>13.3%</i>
55 to 64 years	73 <i>1.4%</i>	90 <i>1.1%</i>	69 <i>0.7%</i>	696 <i>6.9%</i>	699 <i>6.4%</i>	798 <i>6.5%</i>	4,185 <i>7.3%</i>	4,299 <i>7.0%</i>	5,235 <i>7.8%</i>
65 to 74 years	60 <i>1.1%</i>	53 <i>0.6%</i>	71 <i>0.7%</i>	598 <i>5.9%</i>	621 <i>5.6%</i>	654 <i>5.3%</i>	3,391 <i>5.9%</i>	3,610 <i>5.9%</i>	3,791 <i>5.6%</i>
75 to 84 years	16 <i>0.3%</i>	39 <i>0.5%</i>	39 <i>0.4%</i>	371 <i>3.7%</i>	465 <i>4.2%</i>	500 <i>4.1%</i>	1,806 <i>3.1%</i>	2,273 <i>3.7%</i>	2,565 <i>3.8%</i>
85 years and over	0 <i>0.0%</i>	4 <i>0.0%</i>	9 <i>0.1%</i>	121 <i>1.2%</i>	173 <i>1.6%</i>	223 <i>1.8%</i>	534 <i>0.9%</i>	720 <i>1.2%</i>	998 <i>1.5%</i>
<b>Total</b>	<b>643</b>	<b>546</b>	<b>488</b>	<b>10,110</b>	<b>11,007</b>	<b>12,277</b>	<b>57,420</b>	<b>61,405</b>	<b>67,182</b>
<b>Median Age</b>	36.0	43.0	47.9	27.9	32.0	34.9	25.4	29.3	33.0

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover & Whiting.

The median age for the Village of Park Ridge has risen nearly 12 years since 1980. The “median age” is the point where ½ of the population lies above and ½ lies below; the older this age is, the older the overall population for a place is becoming. The median age for the urban area overall and Portage County are significantly younger than Park Ridge. The number and percentage of the Village population over the age of 65 has been moving up since 1980. Park Ridge has retained and increased its population of residents aged 65 to 85 at a level higher than the Urban Area average and the County as a whole.

**Table 1.4: Comparison of Population Aged 65+**

Age	Village of Park Ridge			Urban Area Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
65 years and over	76 <i>11.8%</i>	96 <i>17.6%</i>	119 <i>24.4%</i>	1,090 <i>10.8%</i>	1,258 <i>11.4%</i>	1,378 <i>11.2%</i>	5,731 <i>10.0%</i>	6,603 <i>10.8%</i>	7,354 <i>10.9%</i>
<b>Total Population</b>	<b>643</b>	<b>546</b>	<b>488</b>	<b>10,110</b>	<b>11,007</b>	<b>12,277</b>	<b>57,420</b>	<b>61,405</b>	<b>67,182</b>
<b>Median Age</b>	36.0	43.0	47.9	27.9	32.0	34.9	25.4	29.3	33.0

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover & Whiting.

To summarize, the median age for Park Ridge continues to creep upward, and the percentage of the oldest residents within the Village has been increasing. There has been a considerable amount of discussion about the impending aging of the general population across the County and the nation. Based on the 2000 census information on the number and nature of aging for the existing residents, the Village of Park Ridge is one of the main focal points for these issues across the County. With the aging of the population, however, comes the possibility of an influx of younger residents as the seniors pass away or move to a different location. The Comprehensive Plan does consider this eventuality as a part of the Village future land use needs.

### C. Education Levels

Changes in educational attainment, as reported in the census information, have followed similar trends across the different municipal divisions within Portage County. Table 1.5 below compares the attainment information for the Village of Park Ridge with the Urban Area Average and Portage County as a whole.

The number and percentage of Park Ridge, Urban Area, and Portage County residents aged 25 and over that had less than a 9<sup>th</sup> grade education decreased dramatically between 1990 and 2000. The Village of Park Ridge continues to have a much greater percentage of its 25 + population achieving bachelors and graduate/professional degrees (52.9%) than the Urban Average (27.3%) and Portage County overall (23.3%).

**Table 1.5: Comparison of Educational Attainment**

Ed. Attainment (Persons 25 yrs+)	Village of Park Ridge		Urban Area Average		Portage County	
	1990	2000	1990	2000	1990	2000
Less Than 9th Grade	20 5.1%	3 0.8%	598 10.1%	404 6.0%	4,065 11.6%	2,420 6.0%
9th to 12th Grade (No Diploma)	21 5.3%	21 5.6%	478 8.1%	466 6.9%	3,029 8.7%	3,019 7.5%
High School Graduate	99 25.2%	70 18.6%	2,121 35.8%	2,213 32.8%	14,082 40.2%	14,952 37.2%
Some College (No Degree)	65 16.5%	67 17.8%	971 16.4%	1,346 20.0%	5,205 14.9%	7,572 18.9%
Associate Degree	9 2.3%	16 4.3%	347 5.9%	470 7.0%	1,922 5.5%	2,802 7.0%
Bachelor's Degree	109 27.7%	108 28.7%	939 15.9%	1,249 18.5%	4,594 13.1%	6,468 16.1%
Grad / Profess Degree	70 17.8%	91 24.2%	462 7.8%	593 8.8%	2,107 6.0%	2,910 7.2%
<b>Total</b>	<b>393</b>	<b>376</b>	<b>5,916</b>	<b>6,741</b>	<b>35,004</b>	<b>40,143</b>

Source: U.S. Census Bureau; 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover, Whiting.

#### D. Households and Income

The Village of Park Ridge residential community is made up of different types of households. Table 1.6 below details the changes in the make-up of Village households over the last 20 years, and compares them to the data for the Urban Area and Portage County. Family Households, traditionally the largest group within the Village, have seen their number and percentage of total households decrease over the last 20 years. Non-family households, or households made up of non-related residents, have increased from approximately 19% of total households in 1980 to almost 30% in the year 2000. Married-couple households, traditionally the largest group within the Village of Park Ridge family households, have seen their number decrease while their percentages have increased over the last 20 years. Single-mother headed family households have increased slightly in number and percentage. In Non-Family households, Park Ridge has a much greater percentage of residents living alone than either the Urban Area or County overall.

The Person Per Household calculation for both the Village and the County has continued a shrinking trend; however, the Village rate has declined 0.72 persons since 1980, while the County has decreased 0.39 persons. The Urban Area Average has decreased 0.48 persons.

**Table 1.6: Household Type Comparison for Park Ridge, the Urban Area & Portage County**

Household Type	Village of Park Ridge			Urban Area Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
<b>Family Households</b>	<b>171</b>	<b>166</b>	<b>148</b>	<b>2,096</b>	<b>2,381</b>	<b>2,648</b>	<b>13,257</b>	<b>14,883</b>	<b>16,496</b>
<i>(% of total Households)</i>	<i>80.6%</i>	<i>77.6%</i>	<i>70.1%</i>	<i>63.8%</i>	<i>60.8%</i>	<i>56.8%</i>	<i>72.4%</i>	<i>69.9%</i>	<i>65.9%</i>
Married-Couple Families	162 <i>94.7%</i>	148 <i>89.2%</i>	133 <i>89.9%</i>	1,771 <i>84.5%</i>	1,942 <i>81.6%</i>	2,097 <i>79.2%</i>	11,592 <i>87.4%</i>	12,645 <i>85.0%</i>	13,808 <i>83.7%</i>
Other Family, Male Householder	3 <i>1.8%</i>	7 <i>4.2%</i>	3 <i>2.0%</i>	66 <i>3.1%</i>	88 <i>3.7%</i>	157 <i>5.9%</i>	437 <i>3.3%</i>	602 <i>4.0%</i>	861 <i>5.2%</i>
Other Family, Female Householder	6 <i>3.5%</i>	11 <i>6.6%</i>	12 <i>8.1%</i>	259 <i>12.4%</i>	351 <i>14.7%</i>	394 <i>14.9%</i>	1,228 <i>9.3%</i>	1,636 <i>11.0%</i>	1,827 <i>11.1%</i>
<b>Non-Family Households</b>	<b>41</b>	<b>48</b>	<b>63</b>	<b>1,189</b>	<b>1,532</b>	<b>2,012</b>	<b>5,056</b>	<b>6,423</b>	<b>8,544</b>
<i>(% of total Households)</i>	<i>19.3%</i>	<i>22.4%</i>	<i>29.9%</i>	<i>36.2%</i>	<i>39.2%</i>	<i>43.2%</i>	<i>27.6%</i>	<i>30.1%</i>	<i>34.1%</i>
Householder Living Alone	38 <i>92.7%</i>	42 <i>87.5%</i>	58 <i>92.1%</i>	830 <i>69.8%</i>	1,057 <i>69.0%</i>	1,381 <i>68.6%</i>	3,730 <i>73.8%</i>	4,679 <i>72.8%</i>	6,130 <i>71.7%</i>
Householder 65 Years and Over	N/A	20 <i>41.7%</i>	28 <i>44.4%</i>	N/A	420 <i>27.4%</i>	473 <i>23.5%</i>	N/A	1,933 <i>30.1%</i>	2,196 <i>25.7%</i>
<b>Total Households</b>	<b>212</b>	<b>214</b>	<b>211</b>	<b>3,285</b>	<b>3,913</b>	<b>4,660</b>	<b>18,313</b>	<b>21,306</b>	<b>25,040</b>
<b>Persons Per Household</b>	3.03	2.55	2.31	2.89	2.59	2.41	2.93	2.71	2.54

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover, Whiting.

Another instructive piece of information on the state of households within the Village is the level of income that each household achieves. Again the census provides insight into the range of incomes present within Park Ridge.

Table 1.7 below describes how household incomes have changed in the last 20 years. It is a testimony to both the inflation of wages and the increased earning power of the residents of the Village of Park Ridge that the percentage of households making greater than \$50,000 per year has increased from 15.3% in 1979 to nearly 57% in 1999. Median household income has increased from \$29,286 to \$57,031 over the same period. The percentage increase in households earning greater than \$50,000 for Portage County as a whole is roughly the same over the 20-year period (3% to 42%). The median household income for Park Ridge continues to be higher than the County.

**Table 1.7: Household Income Comparison for Park Ridge, the Urban Area & Portage County**

Household Income Per Year	Village of Park Ridge			Urban Area Average			Portage County		
	1979	1989	1999	1979	1989	1999	1979	1989	1999
Less Than \$10,000	22 9.6%	19 8.8%	2 0.9%	1,036 31.7%	711 18.2%	414 8.9%	5,300 28.9%	3,210 15.0%	1,767 7.0%
\$10,000 to \$14,999	12 5.3%	9 4.2%	11 5.1%	529 16.2%	415 10.6%	364 7.8%	2,919 15.9%	1,978 9.3%	1,608 6.4%
\$15,000 to \$24,999	53 23.2%	30 13.9%	13 6.0%	912 27.9%	788 20.1%	693 14.9%	5,423 29.6%	4,072 19.1%	3,174 12.6%
\$25,000 to \$34,999	62 27.2%	36 16.7%	37 17.1%	484 14.8%	660 16.9%	661 14.2%	2,907 15.8%	3,654 17.1%	3,425 13.6%
\$35,000 to \$49,999	44 0.2%	44 0.1%	31 0.1%	215 6.6%	685 17.5%	782 16.8%	1,223 6.7%	4,370 20.5%	4,484 17.9%
\$50,000 to \$74,999	22 9.6%	37 17.1%	51 23.5%	64 1.9%	491 12.6%	941 20.3%	380 2.1%	2,983 14.0%	5,771 23.0%
\$75,000 to \$99,999	13 5.7%	23 10.6%	37 17.1%	30 0.9%	102 2.6%	433 9.3%	193 1.1%	661 3.1%	2,820 11.2%
\$100,000 to \$149,999	~	14 6.5%	28 12.9%	~	42 1.1%	227 4.9%	~	274 1.3%	1,346 5.4%
\$150,000 or more	~	4 1.9%	7 3.2%	~	17 0.4%	128 2.8%	~	134 0.6%	717 2.9%
<b>Total Households</b>	<b>228</b>	<b>216</b>	<b>217</b>	<b>3,270</b>	<b>3,911</b>	<b>4,644</b>	<b>18,345</b>	<b>21,336</b>	<b>25,112</b>
<b>Median H-Hold Income</b>	<b>\$29,286</b>	<b>\$41,389</b>	<b>\$57,031</b>	<b>\$18,004</b>	<b>\$29,722</b>	<b>\$42,266</b>	<b>\$16,659</b>	<b>\$28,686</b>	<b>\$43,487</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover and Whiting.

With the examination of income information, the Village should also assess the poverty status of its residents. “Poverty” is generally defined as a set of money income thresholds that vary by family size and composition to determine who is poor. If a family’s total income is less than that family’s threshold, then that family, and every individual in it, is considered poor. The poverty thresholds do not vary geographically. That is, they are the same throughout the United States. However, the poverty thresholds are updated annually for inflation using the Consumer Price Index (CPI-U). The official poverty definition counts money income before taxes and does not include capital gains and non-cash benefits (such as public housing, food stamps, and Medicaid). Poverty is not defined for people in military barracks, institutional group quarters, or for unrelated children under age 15 (such as foster children). Table 1.8 below outlines poverty thresholds for 1980, 1990, and 2000. Table 1.9 lists the census information on poverty for the total number of residents, persons age 65 and above, and families within the Village of Park Ridge, Urban Area Average, and Portage County as a whole.

**Table 1.8: Poverty Thresholds – 1980, 1990, 2000**

Size of Family Unit	Poverty Threshold		
	1980	1990	2000
One Person	\$4,190	\$6,652	\$8,794
Two Persons	\$5,363	\$8,509	\$11,239
Three Persons	\$6,565	\$10,419	\$13,738
Four Persons	\$8,414	\$13,481	\$17,603
Five Persons	\$9,966	\$15,792	\$20,819
Six Persons	\$11,269	\$17,839	\$23,528
Seven Persons	\$12,761	\$20,241	\$26,754
Eight Persons	\$14,199	\$22,582	\$29,701
Nine Persons or More	\$16,896	\$26,848	\$35,060

Source: U.S. Census Bureau

**Table 1.9: Poverty Comparison for Park Ridge, the Urban Area & Portage County**

	Village of Park Ridge		Urban Area Average		Portage County	
	1989	1999	1989	1999	1989	1999
<b>Persons</b>	<b>537</b>	<b>488</b>	<b>9,834</b>	<b>12,277</b>	<b>57,805</b>	<b>67,182</b>
Below Poverty Level	42 7.8%	4 0.8%	1,625 16.5%	1,470 12.0%	7,454 12.9%	6,074 9.0%
<b>Persons 65 Years and Over</b>	<b>93</b>	<b>119</b>	<b>1,152</b>	<b>1,378</b>	<b>5,327</b>	<b>7,354</b>
Below Poverty Level	6 6.5%	0 0.0%	140 12.2%	93 6.7%	740 13.9%	561 7.6%
<b>Families</b>	<b>159</b>	<b>156</b>	<b>2,373</b>	<b>2,679</b>	<b>14,927</b>	<b>16,643</b>
Below Poverty Level	8 5.0%	0 0.0%	181 7.6%	141 5.3%	1,051 7.0%	725 4.4%

Source: U.S. Census Bureau, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover and Whiting.

According to census figures, the Village of Park Ridge has historically had a lower percentage of residents earning below the poverty level than the average rural village or the County as a whole.

#### E. Employment Characteristics

Table 1.10 below summarizes employment by industry data provided for the last three census years. This information represents what type of industry that the working residents of the Village were employed by, and is not a listing of the employment currently located within the Village of Park Ridge. The discussion of the Village economy will take place within the Economic Development Element of this Comprehensive Plan. It should be noted that the method used for classifying industries was changed between the 1990 and 2000 census, and therefore the information included in the industry categories of Table 1.10 is not entirely consistent for comparison between those years. The table attempts to place the three census years in a useable context.

**Table 1.10: Summary of Employment by Industry**

Industry	Village of Park Ridge			Urban Area Average			Portage County		
	1980	1990	2000	1980	1990	2000	1980	1990	2000
Agriculture, Forestry, Fisheries, Mining	2 <i>0.6%</i>	6 <i>2.3%</i>	0 <i>0.0%</i>	59 <i>1.3%</i>	84 <i>1.6%</i>	55 <i>0.8%</i>	1,816 <i>7.3%</i>	1,755 <i>5.8%</i>	1,241 <i>3.5%</i>
Construction	8 <i>2.3%</i>	9 <i>3.4%</i>	11 <i>4.2%</i>	134 <i>2.9%</i>	161 <i>3.0%</i>	241 <i>3.7%</i>	1,004 <i>4.0%</i>	1,297 <i>4.3%</i>	1,707 <i>4.8%</i>
Manufacturing	35 <i>10.2%</i>	20 <i>7.6%</i>	25 <i>9.6%</i>	776 <i>16.8%</i>	832 <i>15.4%</i>	974 <i>15.0%</i>	4,637 <i>18.6%</i>	5,373 <i>17.8%</i>	6,314 <i>17.7%</i>
Transportation, Warehousing, Utilities	14 <i>4.1%</i>	9 <i>3.4%</i>	6 <i>2.3%</i>	193 <i>4.2%</i>	211 <i>3.9%</i>	298 <i>4.6%</i>	1,214 <i>4.9%</i>	1,511 <i>5.0%</i>	1,948 <i>5.5%</i>
Information	~	~	13 <i>5.0%</i>	~	~	170 <i>2.6%</i>	~	~	835 <i>2.3%</i>
Communications/ Other Public Facilities	2 <i>0.6%</i>	2 <i>0.8%</i>	~	68 <i>1.5%</i>	74 <i>1.4%</i>	~	325 <i>1.3%</i>	367 <i>1.2%</i>	~
Wholesale Trade	19 <i>5.5%</i>	3 <i>1.1%</i>	14 <i>5.4%</i>	143 <i>3.1%</i>	196 <i>3.6%</i>	222 <i>3.4%</i>	885 <i>3.5%</i>	1,026 <i>3.4%</i>	1,235 <i>3.5%</i>
Retail Trade	66 <i>19.2%</i>	39 <i>14.8%</i>	27 <i>10.4%</i>	920 <i>19.9%</i>	1,137 <i>21.1%</i>	967 <i>14.9%</i>	4,317 <i>17.3%</i>	5,667 <i>18.8%</i>	4,813 <i>13.5%</i>
Finance, Insurance, Real Estate	42 <i>12.2%</i>	34 <i>12.9%</i>	32 <i>12.3%</i>	599 <i>13.0%</i>	619 <i>11.5%</i>	683 <i>10.5%</i>	2,971 <i>11.9%</i>	3,359 <i>11.1%</i>	3,682 <i>10.3%</i>
Professional, Management, Administrative	~	~	20 <i>7.7%</i>	~	~	353 <i>5.4%</i>	~	~	1,627 <i>4.6%</i>
Business and Repair Services	10 <i>2.9%</i>	21 <i>8.0%</i>	~	107 <i>2.3%</i>	184 <i>3.4%</i>	~	518 <i>2.1%</i>	941 <i>3.1%</i>	~
Personal Services	~	9 <i>3.4%</i>	~	~	159 <i>3.0%</i>	~	~	777 <i>2.6%</i>	~
Arts, Entertainment, Recreation Services	22 <i>6.4%</i>	2 <i>0.8%</i>	17 <i>6.5%</i>	134 <i>2.9%</i>	92 <i>1.7%</i>	692 <i>10.6%</i>	734 <i>2.9%</i>	388 <i>1.3%</i>	3,005 <i>8.4%</i>
Educational, Health, Social Services	109 <i>31.7%</i>	92 <i>34.8%</i>	76 <i>29.2%</i>	1,242 <i>26.9%</i>	1,220 <i>22.6%</i>	1,479 <i>22.7%</i>	5,331 <i>21.4%</i>	5,617 <i>18.6%</i>	7,192 <i>20.2%</i>
Other	13 <i>3.8%</i>	15 <i>5.7%</i>	10 <i>3.8%</i>	119 <i>2.6%</i>	308 <i>5.7%</i>	206 <i>3.2%</i>	624 <i>2.5%</i>	1,362 <i>4.5%</i>	1,236 <i>3.5%</i>
Public Administration	2 <i>0.6%</i>	3 <i>1.1%</i>	9 <i>3.5%</i>	132 <i>2.9%</i>	124 <i>2.3%</i>	157 <i>2.4%</i>	571 <i>2.3%</i>	710 <i>2.4%</i>	842 <i>2.4%</i>
<b>Total Employed Persons</b>	<b>344</b>	<b>264</b>	<b>260</b>	<b>4,627</b>	<b>5,400</b>	<b>6,502</b>	<b>24,947</b>	<b>30,150</b>	<b>35,677</b>
<b>Unemployed Persons</b>	<b>17</b>	<b>16</b>	<b>0</b>	<b>310</b>	<b>295</b>	<b>512</b>	<b>2,013</b>	<b>1,590</b>	<b>2,255</b>
<b>Total Labor Force</b>	<b>361</b>	<b>280</b>	<b>260</b>	<b>4,936</b>	<b>5,695</b>	<b>7,014</b>	<b>26,960</b>	<b>31,740</b>	<b>37,944</b>
<b>Percent Unemployed</b>	<b>4.7%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>6.3%</b>	<b>5.2%</b>	<b>7.3%</b>	<b>7.5%</b>	<b>5.0%</b>	<b>5.9%</b>
<b>Persons 16 Years +</b>	~	<b>477</b>	<b>401</b>	~	<b>8,877</b>	<b>9,991</b>	~	<b>47,202</b>	<b>53,135</b>

Source: U.S. Census Bureau, 1980, 1990, 2000 Census. Urban Area Average = Stevens Point, Villages of Plover, Whiting.

## **Section 1.5 Forecasts**

### **A. Population Projections**

Portage County Planning and Zoning Department prepares population projections for each of the municipalities within the County. The Village of Park Ridge and Portage County Planning and Zoning Department worked together to find a reasonable population projection that best represented the Village. Over the past 30 years the Village of Park Ridge has been decreasing in population because of a drop in the persons per household over that time period. Since the Village is landlocked with limited potential for development within its borders, it is felt that the number of housing units (216) will remain the same and that the persons per household (pph) will not drop below 2 pph. This leaves a population of 432 as a minimum population projection. It is also felt that by the year 2020 the average number of persons per household will have risen back up to a rate comparable to the 2000 census figure 2.31 pph, reflecting a population of 484 residents for 2020.

The Village of Park Ridge Plan Commission has adopted the following projected population total for the planning period:

Year 2020: 484

This population projection does not include any large-scale development of vacant land for residential uses within the planning period. It is still possible, however, for the vacant land on the north side of Park Ridge Drive to be developed. If developed as residential it could have a significant impact on the Village's population and number of housing units. This needs to be taken into consideration when looking to the future, and what needs the Village of Park Ridge may have.

### **B. Housing Unit Projections**

As stated in the paragraph above the Village of Park Ridge feels that the number of housing units will not be decreasing. The Village Plan Commission feels that their housing units will remain constant (216) leaving the persons per household to be the variable. Although it has been stated that the housing units will remain constant there is always the possibility that vacant lots could be developed thus increasing the number of housing units. For the propose of identifying the Village's population projection the number of housing units will remain at a constant number.

### **C. Employment Projections**

The Village of Park Ridge has a minimal amount of land available for commercial use (See Table and Map 8.1 in Land Use). While limitations for existing commercial businesses exist, they will not preclude the expansion of businesses or the Village from attracting new businesses to try and make the best use of the limited amount of land available.

While it is not realistic that the Village will recruit a large manufacturing business, it is possible that existing businesses could expand or new businesses could develop at a higher intensity (multiple-story development), increasing the amount of jobs, and tax base for the Village. While there are limited amounts of jobs available within the Village of Park Ridge, the Village is located within the Urban Area which offers numerous employment opportunities for the residents. Seventy percent of the Village residents work within the Urban Area, and thirteen percent work within Portage County.

### **Section 1.6 Issues Identified by the Plan Commission**

1. The Plan Commission identified, on average 35 single occupant households within the Village.
2. It is expected that new, younger families will be moving into the area in the upcoming years.

### **Section 1.7 Conclusions**

1. Village of Park Ridge has seen a continuing decline in its population since peaking in 1970, decreasing by 155 people between 1980 and 2000.
2. The Village of Park Ridge will begin to increase in population as older residents are replaced by new, younger families.
3. The Village of Park Ridge continues to have a much greater percentage of its 25+ population achieving bachelors and graduate/professional degrees (52.9%) than the Urban Area (27.3%) and Portage County as a whole (23.3%).
4. The median household income for Park Ridge continues to be higher than the County and Urban Area.
5. The Village of Park Ridge has historically had a lower percentage of residents earning below the poverty level than the Urban Area average or Portage County as a whole.

### **Section 1.8 Community Goals, Objectives and Policies**

The Village of Park Ridge acknowledges that it has a limited amount of land available within the Village for new development, and is limited to expand the Village through annexation due to the surrounding City of Stevens Point.

Goals, objectives and policies provide the framework for guiding future community development activities in the Village of Park Ridge. Goals are stated as desirable conditions to strive for in the future. They are common ideals of the community that can be achieved through the actions of government leaders, private enterprise and individuals. Objectives are general targets to be achieved along the path of satisfying community goals. Policies are methods of action to accomplish these stated objectives. Together these three pieces express the uniqueness of the community while stating changes that will produce desirable patterns for growth and development.

#### **A. Goal**

Park Ridge shall pursue policies that preserve its current quality living environment. It is the goal of the Village to maintain the overall aesthetic quality, quality of life, and appearance of its residential and commercial areas.

#### **B. Objectives**

1. Continue to promote the maintenance and improvement of existing development within Park Ridge.

2. Any new development or redevelopment should be designed in a manner that allows available urban services to be most efficiently and economically provided.
3. Ensure that newly developed or redeveloped areas are compatible with existing uses of land.

C. Policies

1. Effective implementation tools, such as the zoning ordinance, official street map, and Village ordinances should be used and enforced.
2. The Village should encourage development which protects and enhances the Village's tax base.
3. The Park Ridge Village Board, Plan Commission, and Zoning Board should maintain an active role in assessing Village needs, evaluating development, and utilizing the planning process as a means of accomplishing the recommendations contained in the Comprehensive Plan.
4. That all development or redevelopment must take into consideration the aesthetics of the Village.