

Issues and Opportunities

2



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This chapter provides much of the background information about the community and its resident population that is needed to effectively plan for its future. A good understanding of the historical development of the City, the trends that have affected the development of the City over time, and the current demographics and more recent trends influencing the community, are all very important when considering the adoption of policies and programs intended to guide and direct the future growth of the community.

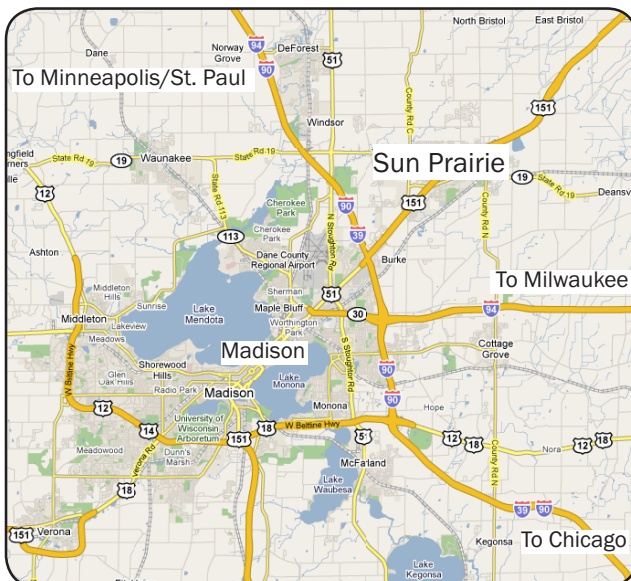
Volume 2 of this Comprehensive Plan identifies primary trends and issues facing the City of Sun Prairie over the next couple of decades, as well as, policies and recommendations that are intended to build upon current efforts toward sustainability.

COMMUNITY OVERVIEW

Sun Prairie is a community of about 26,000 residents located immediately northeast of the City of Madison, Wisconsin. The City is well situated regionally, with excellent access to major transportation routes and facilities. It is located 75 miles west of Milwaukee, and 155 miles northwest of Chicago. Known by many as the birthplace of artist Georgia O'Keeffe, Sun Prairie benefits from its proximity to the City of Madison and the University of Wisconsin, which provide many amenities, events, and attractions for both residents of and visitors to the Sun Prairie area.

The City is well served by regional transportation facilities with United States Highway (US) 151 and State Highway (STH) 19 passing through the City, and Interstates (I) 39, 90 and 94 located two miles west and five miles south of the City. The City is also well served by the Dane County Regional Airport, located about five miles west within the City of Madison. This has had many positive impacts on Sun Prairie, which is home to several corporate headquarters and has enjoyed success in developing a high quality business park with a diverse mix of employers.

Sun Prairie has become known in the region for its high quality of life, its excellent parks and recreation programs, its exceptional public school system, and progressive approach to the development and redevelopment of the community. These factors, along with reasonable housing costs and a positive community attitude toward growth, have helped to make the City a very attractive location for families moving into the Madison region, or relocating within the region, as evidenced by the strong growth the City has been experiencing in recent years.



Source: Google Maps

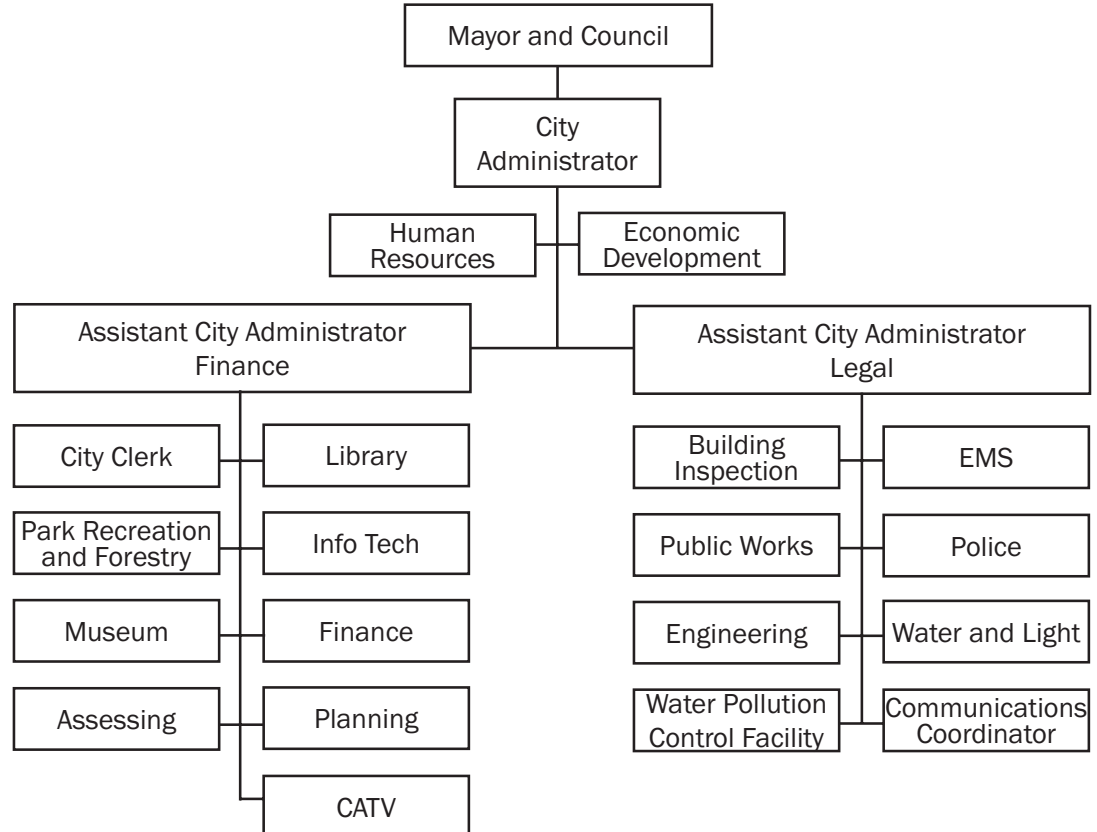
LOCAL GOVERNMENT PROFILE



The former Village of Sun Prairie incorporated as a city in 1958 and operates under a mayor-council form of government, with a full-time city administrator. The Common Council consists of eight alderpersons elected by district, with two representatives from each of four voting districts serving staggered two-year terms. The Mayor is elected at-large and also serves a two-year term.

The Council operates via a committee system that includes four primary Council Committees: the Committee of the Whole, the Finance Committee, the Personnel Committee, and the Public Works Committee. In addition, there are several appointed City boards and commissions that deal with specific issues in the community. Among these are the Plan Commission, the Parks and Recreation Commission, the Transit Commission, the Police and Fire Commission, and the Tourism Commission, all of which deal with issues that are very relevant to this Comprehensive Plan. The current organizational chart for the City government is shown in Figure 2-1.

FIGURE 2-1
SUN PRAIRIE ORGANIZATIONAL CHART



SOCIOECONOMIC PROFILE

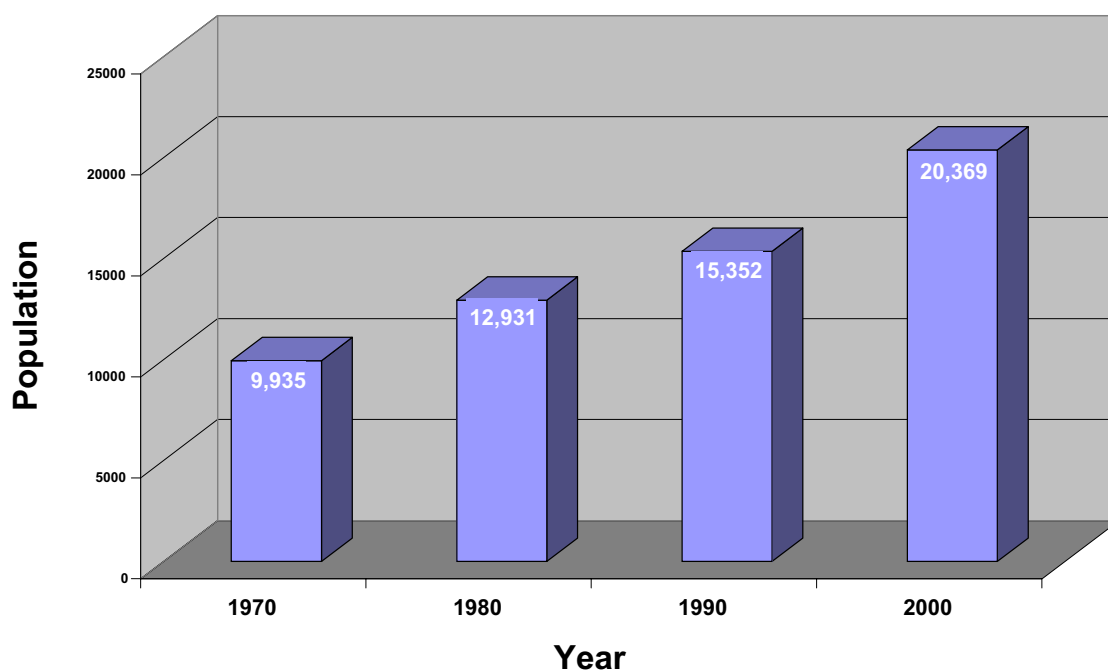
POPULATION TRENDS

The City of Sun Prairie has experienced strong population growth since its incorporation from a village to a city in 1958, undergoing a transformation from a relatively small community of less than 4,000 people to a substantial suburban edge city with an estimated 25,810 people in 2008 (based upon Wisconsin Department of Administration estimates). The highest rate of population growth occurred between 1960 and 1970 when the population grew from 4,008 to 9,935 persons - an increase of 147.9%. The City's population grew by 30.2% during the 1970's, 18.7% during the 1980's, and 32.7% from 1990 through 2000, at which point the City's population stood at 20,369. A Wisconsin Department of Natural Resources imposed moratorium on new growth in the City during the late 1970's as a result of sanitary sewer plant issues, and market conditions in the early 1980's, may be partially responsible for the decrease in the rate of growth during the 1980's.

NOTE

The following information is based upon the year 2000 US Census data, unless otherwise noted. Where available, more recent data is utilized to provide more up-to-date estimates of current population figures or comparisons with other relevant data.

FIGURE 2-2
CHANGE IN POPULATION FROM 1970 TO 2000



Source: US Census

TABLE 2-1
POPULATION TRENDS
CITY OF SUN PRAIRIE AND SURROUNDING COMMUNITIES

Municipality	1970	1980	1990	2000	2007 Estimate
Town of Bristol	1,491	1,723	1,835	2,698	3,379
Town of Burke	1,742	2,967	3,000	2,990	3,111
Town of Sun Prairie	1,490	1,990	1,839	2,308	2,360
Town of Windsor	2,415	3,812	4,620	5,286	5,823
City of Madison	171,809	170,616	190,766	208,054	224,810
City of Sun Prairie	9,935	12,931	15,352	20,369	25,730
Dane County	290,272	323,545	367,085	426,526	468,514

Source: US Census and Wisconsin Department of Administration

TABLE 2-2
PERCENT POPULATION CHANGE BY DECADE
CITY OF SUN PRAIRIE AND SURROUNDING COMMUNITIES

Municipality	1970-80	1980-90	1990-2000	2000-07
	% Change	% Change	% Change	% Change
Town of Bristol	15.56%	6.50%	47.03%	25.2%
Town of Burke	70.32%	1.11%	-0.33%	4.0%
Town of Sun Prairie	33.56%	-7.59%	25.50%	2.3%
Town of Windsor	57.85%	21.20%	14.42%	10.2%
City of Madison	-0.69%	11.81%	9.06%	8.1%
City of Sun Prairie	30.16%	18.72%	32.68%	26.3%
Dane County	11.46%	13.46%	16.19%	9.8%

Source: US Census and Wisconsin Department of Administration

Beginning in the late 1990's, the City experienced a surge in new residential building activity, resulting in a noticeable increase in the City's rate of population growth. Sun Prairie has been one of the fastest growing communities in the state since the 2000 US Census, ranking second in persons added from 2000 to 2007 (5,361), as shown on Table 2-3, and third in the state in terms of percent growth (26.3%) over this period, as shown on Table 2-4, when compared to all communities with populations over 10,000 persons.

TABLE 2-3

WISCONSIN MUNICIPALITIES RANKED BY PERSONS ADDED 2000 TO 2007

Municipality	County	US Census 2000 Population	Final 2007 Estimate	Numeric Change	Percent Change
C Madison	Dane	208,054	224,810	16,756	8.1
C Sun Prairie	Dane	20,369	25,730	5,361	26.3
C Kenosha	Kenosha	90,352	95,530	5,178	5.7
C Oak Creek	Milwaukee	28,456	32,410	3,954	13.9
C Franklin	Milwaukee	29,494	33,380	3,886	13.2
C Eau Claire	Multiple Counties	61,704	65,202	3,498	5.7
V Pleasant Prairie	Kenosha	16,136	19,465	3,329	20.6
C Verona	Dane	7,052	10,125	3,073	43.6
C Waukesha	Waukesha	64,825	67,880	3,055	4.7
V Bellevue	Brown	11,828	14,835	3,007	25.4

Source: Wisconsin Department of Administration

TABLE 2-4

WISCONSIN MUNICIPALITIES RANKED BY PERCENT INCREASE 2000 TO 2007

Municipality	County	US Census 2000 Population	Final 2007 Estimate	Numeric Change	Percent Change
C Verona	Dane	7,052	10,125	3,073	43.6
C Hudson	St. Croix	8,775	11,770	2,995	34.1
C Sun Prairie	Dane	20,369	25,730	5,361	26.3
V Suamico	Brown	8,686	10,895	2,209	25.4
V Bellevue	Brown	11,828	14,835	3,007	25.4
C Hartford	Multiple Counties	10,905	13,550	2,645	24.3
V Waunakee	Dane	8,995	11,010	2,015	22.4
V Pleasant Prairie	Kenosha	16,136	19,465	3,329	20.6
V Howard	Multiple Counties	13,546	15,830	2,284	16.9
T Salem	Kenosha	9,871	11,375	1,504	15.2

Source: Wisconsin Department of Administration

The Dane County/Madison region has been one of the fastest growing regions in the state, and Sun Prairie has seen a substantial share of this growth over the past decade. Tables 2-5 and 2-6 provide a comparison of population growth among the highest growth municipalities in Dane County.

TABLE 2-5
POPULATION CHANGE OF DANE COUNTY MUNICIPALITIES
RANKED BY PERSONS ADDED 2000 TO 2007

Municipality	2000 US Census	2007 Estimate	Num. Change	% Change
C Madison	208,054	224,810	16,756	8.1
C Sun Prairie	20,369	25,730	5,361	26.3
C Verona	7,052	10,125	3,073	43.6
C Fitchburg	20,501	23,240	2,739	13.4
V Waunakee	8,995	11,010	2,015	22.4
V Cottage Grove	4,059	5,433	1,374	33.9
V Oregon	7,514	8,721	1,207	16.1
C Middleton	15,770	16,960	1,190	7.5
V DeForest	7,368	8,414	1,046	14.2
V McFarland	6,416	7,336	920	14.3

Source: Wisconsin Department of Administration

TABLE 2-6
POPULATION CHANGE OF DANE COUNTY MUNICIPALITIES
RANKED BY PERCENT CHANGE 2000 TO 2007

Municipality	2000 US Census	2007 Estimate	Num. Change	% Change
C Verona	7,052	10,125	3,073	43.6
V Cottage Grove	4,059	5,433	1,374	33.9
C Sun Prairie	20,369	25,730	5,361	26.3
V Waunakee	8,995	11,010	2,015	22.4
V Dane	799	952	153	19.1
V Oregon	7,514	8,721	1,207	16.1
V Cambridge	1,014	1,171	157	15.5
V McFarland	6,416	7,336	920	14.3
V DeForest	7,368	8,414	1,046	14.2
V Mount Horeb	5,860	6,652	792	13.5

Source: Wisconsin Department of Administration

In comparing average annual growth rates among Dane County communities from the 1990's and after 2000, it is interesting to note that growth in Dane County appears to be on about the same pace since 2000 as it was in the 1990's. However, Madison, Sun Prairie, and Verona seem to be growing at an increased pace in recent years, while growth in other cities and villages in the region has slowed to some degree, as noted in Table 2-7.

TABLE 2-7

**AVERAGE ANNUAL POPULATION GROWTH
RATE OF DANE COUNTY CITIES AND VILLAGES
1990'S AND POST 2000**

Municipality	1990-1999	2000-2007
3rd and 4th Class Cities		
Sun Prairie	2.7%	3.8%
Fitchburg	2.0%	1.9%
Middleton	1.6%	1.1%
Stoughton	2.7%	0.5%
Verona	3.3%	6.2%
All 3rd and 4th Class Cities	2.0%	2.2%
City of Madison	0.84%	1.2%
Villages		
Cottage Grove	16.8%	4.8%
DeForest	3.5%	2.0%
McFarland	2.1%	2.0%
Oregon	5.0%	2.3%
Waunakee	4.5%	3.2%
All Villages	3.3%	2.2%
Dane County	1.40%	1.40%

Source: Wisconsin Department of Administration, Sun Prairie Planning Department

DIVERSITY/ETHNICITY

A comparison of the 1990 and 2000 US Census data regarding race and ethnicity reveals that, although Sun Prairie continues to be a fairly homogenous community, the City's population is becoming more diverse. During this decade, the number of persons classifying themselves as white increased by 25%, but the percentage of the overall population of this group decreased from about 98% in 1990 to about 92.7% in 2000. The City saw corresponding increases in the overall percentage of other racial groups during this period, as illustrated in Table 2-8.

TABLE 2-8

**POPULATION BY RACE AND LATINO OR HISPANIC IN THE CITY OF SUN PRAIRIE:
1990 TO 2000**

Race and Latino or Hispanic	1990	Percent of Total	2000	Percent of Total	1990-2000 Change	
					Number	Percent
White	15,049	98.0%	18,877	92.7%	3,828	25%
African-American	103	0.7%	631	3.1%	528	513%
Asian and Other	86	0.6%	280	1.4%	194	226%
Native-American	52	0.3%	60	0.3%	8	15%
Other or two races	62	0.4%	521	2.6%	459	740%
Total	15,352	100.0%	20,369	100.0%	5,017	33%
Latino or Hispanic	154	1.0%	555	2.7%	401	260%

Source: US Census



Sun Prairie Corn Fest 2009

Estimates are not available for changes that may have occurred since the 2000 US Census. However, there are other indicators that can be used to help provide a glimpse of changes that may have occurred since 2000. Changes in the make up of the school population as reported in the Sun Prairie Area School District enrollment data, for instance, may provide some indication of such changes. As noted in Table 2-9, the enrollment data indicates that since 2000 the student population has experienced similar changes in its racial mix, with African American, Hispanic, and Asian populations comprising an increased percentage of the overall enrollment. There has also been a substantial increase in the number and percentage of students that are considered to be limited in English proficiency. While this cannot directly translate to the overall Sun Prairie population, it is an indicator that the changes that occurred during the 1990's have continued into the present decade.

TABLE 2-9

SUN PRAIRIE SCHOOL DISTRICT ENROLLMENT BY RACE: 1990-91 THROUGH 2007-08

Year	# Asian	% Asian	# Black	% Black	# Hispanic	% Hispanic	# Am. Indian	% Am. Indian	# White	% White	Total
1990-1991	41	1.1%	67	1.8%	33	0.9%	16	0.4%	3582	95.8%	3739
1991-1992	36	0.9%	45	1.1%	47	1.2%	24	0.6%	3804	96.2%	3956
1992-1993	38	0.9%	65	1.6%	58	1.4%	12	0.3%	3972	95.8%	4145
1993-1994	46	1.1%	75	1.8%	48	1.1%	12	0.3%	4014	95.7%	4195
1994-1995	46	1.1%	120	2.8%	63	1.5%	10	0.2%	4086	94.5%	4325
1995-1996	50	1.1%	119	2.7%	77	1.7%	15	0.3%	4162	94.1%	4423
1996-1997	68	1.5%	140	3.1%	87	1.9%	10	0.2%	4161	93.2%	4466
1997-1998	77	1.7%	215	4.7%	103	2.2%	18	0.4%	4187	91.0%	4600
1998-1999	92	2.0%	221	4.8%	92	2.0%	20	0.4%	4167	90.7%	4592
1999-2000	89	1.9%	254	5.4%	107	2.3%	21	0.4%	4207	89.9%	4678
2000-2001	118	2.4%	281	5.8%	125	2.6%	22	0.5%	4286	88.7%	4832
2001-2002	128	2.6%	315	6.4%	136	2.8%	25	0.5%	4327	87.8%	4931
2002-2003	165	3.3%	349	7.0%	148	3.0%	23	0.5%	4302	86.3%	4987
2003-2004	173	3.3%	472	9.0%	186	3.5%	30	0.6%	4379	83.6%	5240
2004-2005	224	3.3%	562	9.0%	232	3.5%	32	0.6%	4523	83.6%	5573
2005-2006	237	4.2%	599	10.5%	236	4.2%	41	0.7%	4578	80.4%	5691
2006-2007	263	4.2%	683	11.5%	276	4.6%	41	0.7%	4682	78.8%	5945
2007-2008	295	4.9%	703	11.7%	301	5.0%	36	0.6%	4673	77.8%	6008

Source: Sun Prairie Area School District

POVERTY

Trends revealed by 2000 US Census data regarding poverty in Sun Prairie are cause for concern. As noted in Table 2-10, while poverty rates in Dane County and the State of Wisconsin declined during the 1990's, rates increased slightly in Sun Prairie. Overall, poverty rates in the City are lower than the county and state, but these Figures indicate that the gap is narrowing. The City saw an increase in children in poverty of 2.3%, while the county and state rates declined by 1.2% and 3.8%, respectively. Among persons 65-years of age or older, the poverty rate remained constant in Sun Prairie, but declined slightly in the county and state.

TABLE 2-10

POVERTY RATES BY AGE GROUP: 1989 TO 1999

Population Group	1989	1999	% Change	Comparative Trend
Percent Children in Poverty				
City of Sun Prairie	3.8%	6.1%	2.3%	Low, but rising
Dane County	8.4%	7.2%	-1.2%	
Wisconsin	14.6%	10.8%	-3.8%	
Persons 65 years and over				
City of Sun Prairie	5.3%	5.3%	0.0%	Not rising, but higher than county
Dane County	5.0%	4.8%	-0.2%	
Wisconsin	8.9%	7.8%	-1.1%	
All Persons				
City of Sun Prairie	3.1%	4.4%	1.3%	Very low, but rising
Dane County	10.5%	9.4%	-1.1%	
Wisconsin	10.7%	8.7%	-2.0%	

Source: US Census

Comparable data since 2000 is not available, but again School District data gleaned from the student population can help to provide some insight into changes that may be continuing in the community. Between the 1999-2000 and 2006-2007 academic years, the number of students in poverty has increased from 599 (12.8% of the overall student enrollment) to 1,077 (18.1%). Data from the 2010 US Census will help to indicate whether this is a continuing trend.

AGE CHARACTERISTICS

Table 2-11 illustrates the make-up of Sun Prairie's population by age. Of particular interest are the noticeably large populations within the age cohorts that correspond to the "Baby Boomer" generation. Within the planning horizon of this plan, this group will be entering their retirement years, which is expected to have substantial impacts on many aspects of our economy and society.

Baby Boomers are defined by the US Census Bureau as anyone born between 1946 and 1964.

TABLE 2-11
POPULATION BY AGE GROUPS IN THE CITY OF SUN PRAIRIE: 1990 TO 2000

Population by Age Group	1990	Percent of Total	2000	Percent of Total	1990-2000 Change	
					Number	Percent
Under 5	1,500	9.8%	1,666	8.2%	166	11.1%
5 - 14	2,338	15.2%	3,184	15.6%	846	36.2%
15 - 24	2,069	13.5%	2,719	13.3%	650	31.4%
25 - 34	2,920*	19.0%	3,347	16.4%	427	14.6%
35 - 44	2,464*	16.1%	3,521*	17.3%	1,057	42.9%
45 - 54	1,517	9.9%	2,660*	13.1%	1,143	75.3%
55 - 64	1,012	6.6%	1,374	6.7%	362	35.8%
65 +	1,513	9.9%	1,898	9.3%	385	25.4%
Total	15,333	100.0%	20,369	100.0%	5,036	32.8%

Source: US Census

Note: Post 1990 US Census correction added 19 persons.

*Denotes "Baby Boomer" generation.



Table 2-12 uses population projections from the Applied Populations Laboratory (APL) described later in this chapter, together with population projections by age cohort for Dane County prepared by the Department of Administration, to project Sun Prairie's population by age group. While the overall population according to the APL medium-growth projection will increase by 115% between 2000 and 2030, the 65 and over population is projected to increase by 309.8% during this time period from 1,898 to 7,777, or by about 5,879 persons – the largest increase of any of the age cohorts. This is a substantial increase that will not be limited to Sun Prairie, and that will have major impacts on government services and facilities at all levels. A specific item of concern with respect to this plan is the potential impact on the housing market, which is likely to see increased demands for senior housing facilities and condominiums, and possibly a corresponding decrease in demand for the detached single-family home, which has been the primary unit type for new construction for several decades.

TABLE 2-12

**CITY OF SUN PRAIRIE POPULATION PROJECTIONS BY MAJOR AGE GROUPS:
2000 TO 2030**

Age Group	2000	2010	2020	2030	Change in Population Between Decades				% Change From 2000-2030
					2000 2010	2010 2020	2020 2030	2000 2030	
Under 5	1,666	2,557	3,254	3,730	891	697	476	2,064	123.9%
5 - 14	3,184	4,537	5,659	6,793	1,353	1,122	1,134	3,609	113.3%
15 - 24	2,719	3,899	4,084	4,834	1,180	185	750	2,115	77.8%
25 - 44	6,868	9,275	10,914	11,829	2,407	1,638	916	4,961	72.2%
45 - 64	4,034	7,557	8,487	8,821	3,523	930	334	4,787	118.7%
65 +	1,898	3,139	5,417	7,777	1,241	2,279	2,360	5,879	309.8%
Total	20,369	30,963	37,814	43,784	10,594	6,851	5,970	23,415	115.0%

Source: US Census, Wisconsin Department of Administration County Forecasts and Applied Population Laboratory

EDUCATION

Dane County is a highly educated community that ranks well above the rest of the state and the United States in terms of education attainment. The county boasts a 92.2% high school education rate among its population, and 40.6% of the population has earned a bachelor's degree or higher. This compares to 85.1% and 22.4%, respectively, for the State of Wisconsin, and 80.4% and 24.4% for the United States. Sun Prairie compares favorably with a 90.9% high school education rate, and a 34.4% bachelor's degree or higher rate among its population, as shown in Table 2-13.

TABLE 2-13
EDUCATION ATTAINMENT

Area	High School Graduates	Bachelor's Degree or Higher
Sun Prairie	90.9%	34.4%
Madison	92.4%	48.2%
Dane County	92.2%	40.6%
State of Wisconsin	85.1%	22.4%
United States	80.4%	24.4%

Source: US Census



Sun Prairie High School opening in 2010

POPULATION FORECASTS



It is important to recognize that it is difficult to accurately project population growth for communities under 50,000 in population, and the farther out one projects, the less accurate the projections are likely to be. Therefore, population projections should be considered no more than educated guesses of future growth based on past growth trends in the community. Unforeseen changes in the local or regional economy, outside influences such as land use and development decisions made by adjacent communities, or significant changes in birth, death, or migration rates can dramatically alter population growth in small areas. However, in order to effectively plan and prepare for the changes that are likely to occur within the community over the course of the twenty year planning horizon, assumptions will have to be made regarding the pace and extent of future growth, and projecting future population growth is the main tool available.

The Wisconsin Department of Administration (DOA) prepares population projections for all municipalities in the state, and provides population estimates for all municipalities in the state on an annual basis. The projection and estimate methodologies are explained in detail on the DOA web site. In summary, the DOA projection method involves projecting an overall population for the state, which is then used as a control total for allocating this future population to each county. Each county projection is then used in a similar manner as a control total within which to allocate future population growth to each municipality. The methodology looks at local factors and trends to some degree, but in the past, the model has trended to underestimate future population in high growth communities such as Sun Prairie. The population estimates for Sun Prairie have also been questioned as being seemingly low by the Sun Prairie Planning staff when compared to recent permit data for housing construction. This notion is supported by the annual population estimates made by the US Census, which have been higher than the DOA estimates in recent years. For instance, the July 2006 US Census population estimate for Sun Prairie is 26,429, while the DOA estimate for January 1, 2007 is 25,730.

In 2008, the DOA updated its projections for Wisconsin municipalities, and its projections for Sun Prairie now seem more realistic. According to the DOA projections, the City of Sun Prairie will reach a population of 40,948 in 2030, or about a 101% increase from the 2000 US Census population of 20,369. This equates to an increase of about 34% per decade.

Per DOA estimates, Sun Prairie had grown 26.7% from 2000 through 2007. Growth in the first five years of the decade exceeded this pace, but the recent downturn in the housing market has kept growth in line with the DOA projections. Table 2-14 illustrates the DOA projected population for Sun Prairie, along with a comparison of population estimates prepared for the community for 2005 and 2008.

TABLE 2-14

DEPARTMENT OF ADMINISTRATION POPULATION PROJECTIONS AND ESTIMATES FOR THE CITY OF SUN PRAIRIE: 2000 TO 2030

	2000*	2005	2008	2010	2015	2020	2025	2030
DOA Population Projections	20,369	23,179	-	27,526	30,885	34,327	37,709	40,948
DOA Population Estimates*	20,369	24,219	25,810	-	-	-	-	-

Source: Wisconsin Department of Administration

* Estimates are for January 1 of each year. 2000 US Census is based on April 1, 2000.

For another perspective, the City of Sun Prairie contracted with the Applied Populations Laboratory (APL) at the University of Wisconsin to develop alternative population projections using an alternative methodology. These projections can then be compared to the DOA projections, and judgments will be made as to the appropriate level of growth to plan for over the next two decades.

APL used the “Housing Unit” approach to estimate Sun Prairie’s current population and to project future growth. Projections were made based upon three models – low-growth, medium-growth, and high-growth, using differing assumptions in a few key areas. The full APL report is included as Appendix G, but a comparison of the projections produced by each model are illustrated in Table 2-15, with DOA projections included for comparison. APL projections are shown graphically in Figure 2-3.

It is important to note that the official population projections and estimates in the State of Wisconsin are the DOA Figures. These projections and estimates are used for many purposes, including urban service area needs and projections that impact a community’s ability to extend sanitary sewer to potential growth areas, funding decisions for several state programs, and in some instances they are used to establish maximum grant amounts through state grant programs. The APL projections help to validate the DOA projections for use in association with this plan.

TABLE 2-15

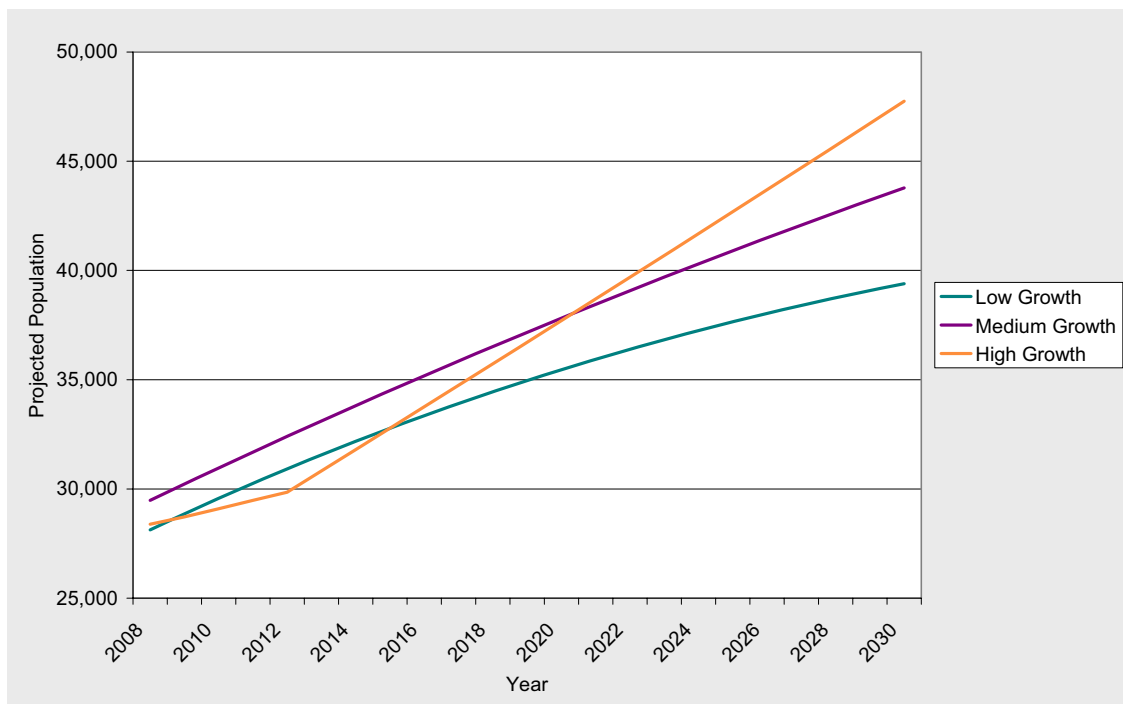
CITY OF SUN PRAIRIE POPULATION PROJECTIONS: APPLIED POPULATION LABORATORY

Projection Model	2007	2010	2015	2020	2025	2030
Low-Growth Model	27,400	29,566	32,776	35,460	37,654	39,394
Medium-Growth Model	27,400	30,963	34,504	37,814	40,904	43,783
High-Growth Model	27,400	29,098	32,787	37,696	42,688	47,750
DOA Projections	-	27,526	30,885	34,327	37,709	40,948

Source: Applied Populations Laboratory, Wisconsin Department of Administration

FIGURE 2-3

COMPARISON OF APPLIED POPULATION LABORATORY POPULATION PROJECTIONS-CITY OF SUN PRAIRIE PROJECTED POPULATION: 2008 TO 2030



Source: Applied Populations Laboratory

PERSONS PER HOUSEHOLD FORECASTS

Following state and national trends, household size in Sun Prairie has declined dramatically over the past several decades. This trend is projected to increase to some extent over the twenty-year planning horizon, although there is some speculation that this trend may level off or even begin increasing again as we near the end of this period. Table 2-16 illustrates the household size changes that have occurred in Sun Prairie since 1970.

TABLE 2-16

POPULATION AND HOUSEHOLD HISTORY: 1970 TO 2000

Year	Total Population	Households	Persons per Household
1970	9,935	2,663	3.71
1980	12,931	4,360	2.95
1990	15,352	5,605	2.72
2000	20,369	7,881	2.56

Source: US Census

Predicting future changes to household size is very important to this planning effort. This is a key component to be used in conjunction with population projections to estimate future housing needs and demands. This, in turn, will have a major influence on several aspects of this plan, including future land use planning, future facility needs and public service demands, etc. The APL used two methods for projecting household size, which resulted in notably different results, as shown in Tables 2-17 and 2-18.

TABLE 2-17

**SUN PRAIRIE PROJECTED PERSONS PER HOUSEHOLD:
EXPONENTIAL CHANGE BASED ON 1990 TO 2000
CHANGE IN SUN PRAIRIE**

Year	Single-Family	Duplex	Multi-Family	Other
2007	2.74	2.39	1.88	3.74
2010	2.69	2.35	1.84	3.68
2015	2.61	2.28	1.79	3.57
2020	2.54	2.22	1.74	3.47
2025	2.46	2.15	1.69	3.37
2030	2.39	2.09	1.64	3.27

Source: Applied Populations Laboratory

TABLE 2-18

**SUN PRAIRIE PROJECTED PERSONS PER HOUSEHOLD:
EXPONENTIAL CHANGE BASED ON WI DOA PROJECTED
CHANGE IN PPH FOR DANE COUNTY**

Year	Single-Family	Duplex	Multi-Family	Other
2007	2.81	2.45	1.92	3.84
2010	2.79	2.44	1.91	3.81
2015	2.78	2.43	1.90	3.80
2020	2.77	2.42	1.90	3.79
2025	2.77	2.43	1.90	3.79
2030	2.78	2.43	1.90	3.80

Source: Applied Populations Laboratory

Both of the above methods were used to prepare the APL population projections included herein. It is recommended that the “Exponential Change Based on 1990 to 2000” household size projection be used for the purposes of this Comprehensive Plan.

HOUSING FORECASTS

In addition to population and household size projections, housing forecasts are also important tools in projecting forth land use and facilities needs. Since the housing unit method was used by APL to prepare population projections, housing projections were also prepared in order to provide a basis for the population projections. Table 2-19 illustrates the housing projections used by APL to prepare the medium-growth population projection. This model uses the average housing units added in Sun Prairie over the past five years, and projects this forward as a constant through 2030. While this may seem unrealistic, the annual increase in housing units is consistent with that recommended by the City's Residential Phasing Plan, and when one considers the typical fluctuation in the pace of building activity over a long period of time, it is not an unreasonable assumption. This forecast would suggest that Sun Prairie has a decade worth of residential growth already accommodated in its previously approved developments (about 4,000 units).

In the medium-growth model, the split between multi-family and single-family/duplex housing is about 50/50. In the low-growth and high-growth models, projections are done using methods that result in a much higher multi-family component, which is at odds with the desires expressed by residents as part of the public involvement process associated with the preparation of this plan. Therefore, it is recommended that the medium-growth model be used to guide the recommendations and land use decisions necessary for the development of this plan.



TABLE 2-19

**PROJECTED ADDED HOUSING UNITS:
MEDIUM-GROWTH MODEL**

Year	Single-Family/ Duplex	Multi-Family/ Senior	Other	Total
2008	200.88	203.26	0.52	404.65
2009	200.88	203.26	0.52	404.65
2010	200.88	203.26	0.52	404.65
2011	200.88	203.26	0.52	404.65
2012	200.88	203.26	0.52	404.65
2013	200.88	203.26	0.52	404.65
2014	200.88	203.26	0.52	404.65
2015	200.88	203.26	0.52	404.65
2016	200.88	203.26	0.52	404.65
2017	200.88	203.26	0.52	404.65
2018	200.88	203.26	0.52	404.65
2019	200.88	203.26	0.52	404.65
2020	200.88	203.26	0.52	404.65
2021	200.88	203.26	0.52	404.65
2022	200.88	203.26	0.52	404.65
2023	200.88	203.26	0.52	404.65
2024	200.88	203.26	0.52	404.65
2025	200.88	203.26	0.52	404.65
2026	200.88	203.26	0.52	404.65
2027	200.88	203.26	0.52	404.65
2028	200.88	203.26	0.52	404.65
2029	200.88	203.26	0.52	404.65
2030	200.88	203.26	0.52	404.65

Source: Applied Populations Laboratory

The sign features decorative floral illustrations on either side of the title. On the left, there are orange and red flowers with green foliage. On the right, there are yellow daisy-like flowers and green foliage.

Sheehan Park Wildflower Garden

PICKING OF FLOWERS
IS NOT ALLOWED.

Please Enjoy By Observing