



# **Village of Harrison**

## Comprehensive Plan & Village Center

Public Open House #1 – March 22, 2016



# Harrison Planning Project

- Colin Punt, Planner
- Vierbicher Associates, Madison
- Village Comprehensive Plan
- Village Center Plan

# Comprehensive Plan

State-Mandated

Last Updated in 2009

9 Elements

1. Issues and Opportunities
2. Housing
3. Transportation
4. Utilities and Community Facilities
5. Agricultural, Natural and Cultural Resources
6. Economic Development
7. Intergovernmental Cooperation
8. Land Use
9. Implementation

# Village Center

**Mixed-used district that  
will act as Harrison's  
community center**



Multi-Family  
Housing

Community  
Center

Restaurants

Personal &  
Professional  
Services

Park / Village Green

Library

Shopping

Village Hall



# Market Analysis

## Population Profile

	2015	2020
Population	11,432	11,882
Households	3,865	4,021
Families	3,229	3,350
Median Age	36.1	36.9
Median Household Income	\$86,686	\$96,875

Source: Esri, American Community Survey

## Growth Projections

	2020	2025	2030	2035	2040
Population	13,310	14,930	16,525	17,770	18,735
Households	4,675	5,344	6,040	6,619	7,075

Source: Wisconsin Dept. of Administration

# Market Analysis Tapestry Segmentation

## **Soccer Moms (58.2%)**

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this setting offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like online banking or housekeeping services, and family-oriented pursuits.

- Soccer Moms residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 67% built since 1990.
- Median home value is \$226,000.
- Most households are married couples with children; average household size is 2.96.
- Most households have 2 or 3 vehicles; the most popular types are minivans and SUVs; long travel time to work including a disproportionate number commuting from a different county.
- Education: 37.7% college graduates; more than 70% with some college education.
- Low unemployment at 5.9%; high labor force participation rate at 72%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills, or shopping online.
- Well insured and invested in savings accounts, bonds, and stocks.
- Carry a higher level of debt, including mortgages and auto loans.
- Family-oriented purchases and activities dominate, like televisions, movies, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery.

# Market Analysis Tapestry Segmentation

## **Boomburbs (35.6%)**

This is the new growth market: young professionals with families that have opted to trade up to the newest housing in the suburbs. This is an affluent market but with a higher proportion of mortgages. Rapid growth distinguishes the Boomburbs neighborhoods, although the boom is more subdued now than it was 10 years ago. Residents are well-educated professionals with a running start on prosperity

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children; average household size is 3.22.
- Home ownership is 84%, with a high rate of mortgages, 78%. Lower housing vacancy rate at 5.3%.
- Primarily single-family homes, in new neighborhoods, 72% built since 2000. Median home value is \$293,000.
- The cost of affordable new housing comes at the expense of long commutes to work, over 30 minutes average, including a disproportionate number (34.5%) commuting across county lines.
- Well educated young professionals, 52% are college graduates.
- Unemployment is low at 5.2% high labor force participation at 72%; most households have more than two workers.
- Longer commute times from the suburban growth corridors have created more home workers.
- They are well connected: own the latest devices and understand how to use them efficiently. This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Boomburbs residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- Style matters in the Boomburbs, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports to visits to theme parks or water parks.

# Market Analysis Tapestry Segmentation

## **Green Acres (6.2%)**

The Green Acres lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary tools. Gardening is also a priority, again with the right tools. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

- Occupy rural enclaves in metropolitan areas, primarily older homes with acreage
- Single-family, owner-occupied housing, with a median value of \$197,000.
- An older market, primarily married couples, most with no children.
- 60% are college educated.
- Unemployment is low at 6%; labor force participation rate is high at 67.4%.
- Income is derived not only from wages and salaries but also from self-employment, investments, and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, but more as a tool than a trend.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.
- Purchasing choices reflect residents' country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations.

# Market Analysis

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
<b>Motor Vehicle &amp; Parts Dealers</b>	\$794,759,589	\$887,202,124	<b>-\$92,442,535</b>
Automobile Dealers	\$643,789,061	\$744,541,145	<b>-\$100,752,084</b>
Other Motor Vehicle Dealers	\$103,811,916	\$65,179,032	<b>\$38,632,884</b>
Auto Parts, Accessories & Tire Stores	\$47,158,612	\$77,481,947	<b>-\$30,323,335</b>
<b>Furniture &amp; Home Furnishings Stores</b>	\$96,918,378	\$136,648,226	<b>-\$39,729,848</b>
Furniture Stores	\$62,895,166	\$86,887,384	<b>-\$23,992,218</b>
Home Furnishings Stores	\$34,023,212	\$49,760,842	<b>-\$15,737,630</b>
<b>Electronics &amp; Appliance Stores</b>	\$196,293,337	\$122,017,367	<b>\$74,275,970</b>
<b>Bldg Materials, Garden Equip. &amp; Supply Stores</b>	\$164,496,629	\$199,725,018	<b>-\$35,228,389</b>
Bldg Material & Supplies Dealers	\$132,630,264	\$184,848,331	<b>-\$52,218,067</b>
Lawn & Garden Equip & Supply Stores	\$31,866,365	\$14,876,686	<b>\$16,989,679</b>
<b>Food &amp; Beverage Stores</b>	\$566,785,452	\$520,145,105	<b>\$46,640,347</b>
Grocery Stores	\$504,775,076	\$422,337,139	<b>\$82,437,937</b>
Specialty Food Stores	\$39,185,748	\$69,283,079	<b>-\$30,097,331</b>
Beer, Wine & Liquor Stores	\$22,824,629	\$28,524,887	<b>-\$5,700,258</b>
<b>Health &amp; Personal Care Stores</b>	\$243,456,578	\$197,859,393	<b>\$45,597,185</b>
<b>Gasoline Stations</b>	\$266,452,690	\$167,659,086	<b>\$98,793,604</b>

Retail Gap Analysis  
 Appleton Metropolitan Area  
 Source: Esri, Dun & Bradstreet

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap
<b>Clothing &amp; Clothing Accessories Stores</b>	\$146,354,148	\$219,616,909	<b>-\$73,262,761</b>
Clothing Stores	\$87,959,514	\$156,627,247	<b>-\$68,667,733</b>
Shoe Stores	\$25,135,417	\$28,217,152	<b>-\$3,081,735</b>
Jewelry, Luggage & Leather Goods Stores	\$33,259,217	\$34,772,510	<b>-\$1,513,293</b>
Sporting Goods, Hobby, Book & Music Stores	\$88,254,059	\$156,482,948	<b>-\$68,228,889</b>
Sporting Goods/Hobby/Musical Instr Stores	\$68,414,701	\$135,984,840	<b>-\$67,570,139</b>
Book, Periodical & Music Stores	\$19,839,358	\$20,498,108	<b>-\$658,750</b>
<b>General Merchandise Stores</b>	\$631,457,369	\$726,564,173	<b>-\$95,106,804</b>
Department Stores Excluding Leased Depts.	\$531,048,946	\$616,467,902	<b>-\$85,418,956</b>
Other General Merchandise Stores	\$100,408,423	\$110,096,271	<b>-\$9,687,848</b>
<b>Miscellaneous Store Retailers</b>	\$123,521,440	\$213,909,409	<b>-\$90,387,969</b>
Florists	\$5,132,987	\$6,137,715	<b>-\$1,004,728</b>
Office Supplies, Stationery & Gift Stores	\$34,097,065	\$43,624,810	<b>-\$9,527,745</b>
Used Merchandise Stores	\$19,885,027	\$76,579,667	<b>-\$56,694,640</b>
Other Miscellaneous Store Retailers	\$64,406,362	\$87,567,216	<b>-\$23,160,854</b>
<b>Nonstore Retailers</b>	\$74,996,085	\$65,053,810	<b>\$9,942,275</b>
Electronic Shopping & Mail-Order Houses	\$53,702,076	\$26,621,422	<b>\$27,080,654</b>
Vending Machine Operators	\$8,457,586	\$19,248,683	<b>-\$10,791,097</b>
Direct Selling Establishments	\$12,836,423	\$19,183,705	<b>-\$6,347,282</b>
<b>Food Services &amp; Drinking Places</b>	\$349,948,650	\$329,242,212	<b>\$20,706,438</b>
Full-Service Restaurants	\$186,633,248	\$170,468,902	<b>\$16,164,346</b>
Limited-Service Eating Places	\$136,652,075	\$131,782,427	<b>\$4,869,648</b>
Special Food Services	\$7,758,942	\$6,809,833	<b>\$949,109</b>
Drinking Places - Alcoholic Beverages	\$18,904,385	\$20,181,051	<b>-\$1,276,666</b>

# Market Analysis

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	Spending Potential Index
Have an iPhone	2,256	29.0%	155
Number of cell phones in household: 3+	1,500	38.8%	155
Exercise at club 2+ times per week	1,487	19.1%	148
Visited a theme park in last 12 months	2,059	26.4%	147
Bought digital book in last 12 months	1,264	16.2%	146
Viewed movie (video-on-demand) in last 30 days	1,721	22.1%	142
Watched any pay-per-view TV in last 12 months	1,444	18.5%	141
Any home improvement in last 12 months	1,495	38.7%	140
Viewed TV show (video-on-demand) in last 30 days	1,273	16.3%	133
Downloaded any individual song in last 6 months	2,131	27.4%	133
Exercise at home 2+ times per week	2,927	37.6%	132
Bought clothing for child <13 years in last 6 months	2,835	36.4%	130
Have a smartphone	4,945	63.5%	130
Read any digital newspaper in last 30 days	3,164	40.6%	130
Bought any large kitchen appliance in last 12 months	639	16.5%	128
Dined out in last 12 months	4,443	57.0%	127

# Market Analysis

	Spending Potential Index	Average Household Spending	Total Spending
Travel	148	\$2,070.88	\$8,003,934
Entertainment & Recreation	141	\$7,109.40	\$17,307,398
Home	140	\$23,716.98	\$91,666,121
Household Operations	137	\$2,305.44	\$8,910,568
Computer	136	\$356.02	\$1,376,019
Financial	136	\$9,549.86	\$36,910,197
Household Furnishings and Equipment	135	\$1,505.84	\$5,820,056
Apparel and Services	134	\$3,104.21	\$11,997,773
Transportation	133	\$11,484.66	\$44,388,230
Insurance	130	\$7,672.01	\$29,652,265
Food	127	\$19,048.22	\$73,621,380
Health	127	\$891.30	\$3,444,865

# Market Analysis

	Spending Potential Index	Average Household Spending	Total Spending
Installation of Televisions	182	\$2.04	\$7,868
Miscellaneous Video Equipment	175	\$18.86	\$72,893
Fees for Recreational Lessons	160	\$196.91	\$761,055
Auto/Truck/Van Rental on Trips	159	\$53.64	\$207,310
Fees for Participant Sports, excl. Trips	158	\$190.03	\$734,453
Child Care	157	\$701.61	\$2,711,722
Mortgage Payment and Basics	155	\$14,534.47	\$56,175,734
Membership Fees for Clubs	153	\$262.85	\$1,015,917
Admission to Sporting Events, excl. Trips	153	\$102.05	\$394,412
Streaming/Downloaded Video	153	\$8.81	\$34,063
Fees and Admissions	152	\$984.90	\$3,806,646
Photo Equipment and Supplies	151	\$122.52	\$473,530

# Schedule

- January-May: Assessment
- May-October: Develop Strategies
- October-December: Synthesize Plan and Implementation
- Early November: Draft Documents
- Late December: Final Documents

# Tonight

- What's your vision for Harrison?
- What do you like about Harrison? What makes you excited? What don't you like? What makes you anxious?
- Where should the Village Center be located?
- What should the Village Center be like, generally?

# Next Steps

- Comprehensive Planning Survey (through end of April)
- Public Open House #2 – May 24
  - Village Center Visioning