

# Chapter One: Issues and Opportunities

This chapter contains background information on the Village of Cottage Grove and provides the basis for the overall objectives, policies, goals, and programs to guide the future development and redevelopment of Cottage Grove over the next 20 to 25 years. This chapter concludes with a statement of the Village’s key planning issues and opportunities.

## A. Population Trends and Forecasts

The Village of Cottage Grove experienced rapid population growth during the 1990s. The Village’s population more than tripled from 1,131 in 1990 to 4,059 in 2000, which represents a 259 percent growth rate—one of the highest rates in Wisconsin. Between 2000 and 2008 2010, the Village’s growth was estimated to be over 36 percent increase in population. Village grew by 2,133 persons to a population of 6,192, a 53% increase over the decade. The City of Sun Prairie, a neighboring community in Dane County, also experienced a high growth rate during this time period.

Figure 1.1: Population Trends

	1970	1980	1990	2000	2010	Population Change 2000-2010	Percent Change 2000-2010
Village of Cottage Grove	478	888	1,131	4,059	6,192	+2,133	53.0%
Town of Cottage Grove	1,818	2,952	3,525	3,939	3,875	-64	-1.6%
Town of Sun Prairie	1,490	1,990	1,839	2,308	2,326	+18	0.8%
City of Sun Prairie	9,935	12,931	15,352	20,369	29,364	+8,995	44.2%
City of Madison	172,007	170,616	190,766	208,054	233,309	+25,255	12.1%
Dane County	290,272	323,545	367,085	426,536	488,073	+61,537	14.4%
Wisconsin	4,417,821	4,705,767	4,891,769	5,363,675	5,686,986	+323,311	6.0%

Sources: U.S. Census of Pop. and Housing

Population projections for the Village indicate that the community will continue to grow at a substantial rate over the 20-year planning period (Figure 1.2). Various population growth scenarios were considered for this Plan. These projections were derived by a variety of sources and methodologies. Wisconsin Department of Administration (WisDOA) population projection (produced in 2008) estimates a population of 9,968 residents by the year 2030—representing an increase of nearly 150 percent from 2000 to 2030. Capital Area Regional Planning Commission (CARPC) projects a similar rate of population growth over the same period, showing a 130 160 percent increase in Cottage Grove between the years 2000 and 2030. These may be low given the residential growth trends, continued economic development efforts, and the overall trends of the Madison region.

In addition to WisDOA and CARPC projections, two alternative population projections show higher rates of population growth in the community. Based on the average of the growth rates (4.2%) of other “first tier metro” communities (Sun Prairie, Verona, Waunakee, Oregon, and Stoughton) that have experienced similar population increase, the Village is projected to grow to 13,767 residents by the year 2030. A final projection, based on a linear extrapolation of past population growth (1990 to 2008 2010) in the community, suggests that Cottage Grove is projected to grow to 11,014 10,460 by the year 2030.

Considering all the alternatives, it was determined that the ~~Straight Line Extrapolation~~ **WiDOA** forecast may present the most reasonable basis for the household and land use projections discussed in the Land Use element of this *Plan*.

It is worth noting that making future population projections for a small jurisdiction is difficult—particularly one that is located on the edge of a fast-growing metropolitan area.

**Figure 1.2: Population Projections**

	1990	2000	2005	2010	2015	2020	2025	2030
Wisconsin Dept. of Administration <sup>1</sup>	1,131	4,059	4,911	5,869	6,889	7,934	8,967	9,968
Capital Area Regional Planning Commission <sup>2</sup>	1,131	4,059	-	<b>5,898</b>	-	<b>8,205</b>	-	<b>10,555</b>
Straight Line Extrapolation <sup>4</sup>	1,131	4,059	-	<b>6,192</b>	<b>7,259</b>	<b>8,326</b>	<b>9,393</b>	<b>10,460</b>

<sup>1</sup>2009 Wisconsin Department of Administration, *Official Municipal Population Projections, –2000-2030*

<sup>2</sup>2009 Dane County Regional Trends (*Population Forecasts for Urban Service Area*), *Capital Area Regional Planning Commission*

<sup>3</sup>based on a straight-line trend of 1990-2010 population growth (221.5 annually)

## B. Demographic Trends

Figure 1.3 compares selected demographic data for Cottage Grove with surrounding communities, Dane County, and the State. Population statistics show the Village’s median age was 31.4 in 2000, which is younger than surrounding communities, the County, and the State. The proportion of the Village population that is age 65 and older (6.0 percent) is smaller than that of the County (9.3 percent) and State (13.3 percent). The Village had a larger percentage of under 18 residents (school age) in 2000 than compared to the County and the State, and particularly when compared to the City of Monona, with which the Village shares a school district. These trends suggest that the Village is attracting a younger workforce and younger families with children.

**Figure 1.3: Demographic Characteristics (2000)**

	Village of Cottage Grove	Town of Cottage Grove	Town of Blooming Grove	Town of Sun Prairie	City of Monona	Dane County	State of Wisconsin
Median Age	31.4	38.1	39.8	36.9	41.3	33.2	36.0
% under 18	32.1	28.8	23.0	27.5	20.5	22.6	25.5
% over 65	6.0	6.3	9.2	7.6	17.6	9.3	13.1
% White	95.7	97.9	93.4	97.4	93.7	89.0	88.9

Source: U.S. Census of Population and Housing, 2000