Figure 1.10: Industry Employment Projection, 2006 to 2016, South Central Workforce Development Area*

Industry	2006	2016	Change	% Change
Total, All Non-Farm Industries	453,910	493,630	30,720	+8.8%
Construction, Mining, & Natural Resources	22,840	25,080	2,240	+9.8%
Manufacturing	60,520	60,750	230	+0.4%
Trade	63,820	65,240	1,420	+2.2%
Transportation & Utilities	13,250	14,470	1,220	+9.2%
Financial Activities	30,560	33,860	3,300	+10.8%
Education & Health Services	87,870	101,050	13,180	+15.0%
Educational Services	39,440	41,120	1,680	+4.3%
Hospitals	16,380	19,140	3,030	+18.5%
Leisure & Hospitality	42,220	47,030	4,810	+11.4%
Information, Professional, & Other Services	94,110	106,810	12,700	+13.5%
Government	38,740	39,340	600	+1.5%
* includes Columbia, Dane, Dodge, Jefferson, Marquette, & Sauk Counties				

Source: Wisconsin WorkNet; Office of Economic Advisors, 2008

E. Education Trends

Educational attainment is another characteristic of a community's labor force. The Village of Cottage Grove has a well-educated population. ~~According to the 2000 U.S. Census, approximately 95 percent of individuals age 25 and over have attained a high school diploma in the Village of Cottage Grove. The percentage of residents with a college degree is greater than neighboring towns and the State, but lower than Dane County as a whole. Dane County's levels of educational attainment are well above the State and National averages—this is attributed in part to the presence of the University of Wisconsin—Madison and the State Capital.~~ As shown in Figure 1.11, among comparable Dane County communities, Cottage Grove ranks second in the percentage of residents with at least a high school diploma (94.8%, trailing only Middleton's 95.0%), and fourth in residents with at least a bachelor's degree (35.2%), trailing Middleton (45.3%), Verona (38.3%), and Oregon (37.7%). Figure 1.11 also shows that educational standards in Dane County as a whole are quite high. In the county, 92.2% of residents have at least a high school diploma compared to 85.1% statewide. 40.6 percent of Dane County residents have at least a bachelor's degree compared to 22.4% in Wisconsin.

Figure 1.11: Educational Attainment (2000)

Jurisdiction	% Residents with High School Diploma or Higher	% Residents with Bachelor's Degree or Higher
Village of Cottage Grove	**94.8%**	**35.2%**
Village of DeForest	92.1%	23.5%
City of Middleton	95.0%	45.3%
Village of Oregon	93.6%	37.7%
City of Stoughton	88.5%	26.3%
City of Sun Prairie	90.9%	32.8%
City of Verona	94.5%	38.7%
Village of Waunakee	92.2%	31.1%
Dane County	92.2%	40.6%
State of Wisconsin	85.1%	22.4%

Source: US Census Bureau, 2000

Summary of Initial and Ongoing Public Participation Activities

Stakeholder input was a key factor in the initial development of the Village of Cottage Grove *Comprehensive Plan*, and has driven each amendment cycle since the *Plan* was initially adopted in 2000.

The Village of Cottage Grove's public participation process for preparing its initial *Comprehensive Plan* included:

- Kick-off meeting involving the Plan Commission, Village staff, private citizens, and the Village planner.
- Public forums, working groups, and meetings at which public comments were solicited.
- Public Hearings as required by State Statute.

The Village prepares a public participation plan with each amendment through the annual amendment cycle. The Village also solicits nominations of amendments from stakeholders and holds a minimum of two public meetings on the amendments at the Plan Commission and Village Board level as required by State Statute. The amendment process usually extends for six months. It is described in more detail in the Implementation chapter. Common issues and themes that have emerged in the planning process and have been raised by the public and stakeholders include:

- The desired extent, rate, and location of future growth in the community.
- The importance of linking the Village to surrounding areas through nature/bike trails.
- Ensuring that planning for growth and development occurs in concert with planning for new school facilities.
- Coordination with the City of Madison, neighboring towns, and the School District are critical in preparing and amending the *Comprehensive Plan*.

- The desire for high-quality residential, commercial, and industrial development that advances the overall desired character of the Village.
- The need for a downtown center in the Village.

F. Key Planning Issues and Opportunities

The need for a *Comprehensive Plan* for the Village of Cottage Grove is dictated in part by the challenge of balancing future population growth, land development activity, traffic, and the need to guide and accommodate anticipated growth in a manner that forwards the long-term objectives of the community. In addition to this *Comprehensive Plan*, detailed local plans are the essential planning component of long-range *Plan* implementation. When used in combination with development regulations, public investments, and coordinated cross-jurisdictional planning efforts, local comprehensive plans are very effective in achieving a future which best fulfills the desires of the community and the region as a whole.

Within the planning area, key planning issues and challenges revolve around the issue of how, when, and where new development is approved. This concern necessarily involves issues of the type and quality of development; required public utilities, transportation, and recreation facilities; and annexation. Community consensus on these issues is essential in maintaining the highest possible quality of life at the lowest possible cost of living. Intergovernmental consensus on these issues is becoming an increasingly important component of local plan implementation.

In all, the demographic and economic statistics described in this chapter of the *Plan* reflect a community undergoing rapid population growth. Cottage Grove's growth has been driven largely by employment growth throughout Dane County. Reflective of this growth, many people who live in Cottage Grove commute to work in Madison and other employment centers. The planning area will continue to experience increased growth pressure as the expanding central urban area of Dane County gets closer. ~~With unplanned growth, the Village could again experience a very high rate of new residential development, and could become more of a bedroom community than a relatively independent urban center.~~ As of 2009, Cottage Grove had the lowest ratio of local jobs per employed resident and the highest percentage of residents who commute outside their home municipality among comparable Dane County communities. These numbers suggest the Village is in danger of becoming a bedroom community as opposed to an independent urban center. This trend is both economically and environmentally unsustainable. Specifically, the Village should continue to work hard to attract and retain high quality offices, services, industries and jobs particularly to the established Commerce Park and to the north of the I-94/CTH N interchange. The Village should attempt to ensure that the historic balance between owner-occupied (approximately 60-65 percent) and rental housing (approximately 35-40 percent) remains stable.

The Village aims to ensure that the pace of nonresidential tax base keeps pace with, or preferably, exceeds residential development. If Cottage Grove and the planning area continue in an extended period of commuter-oriented development, the typical pattern will be for notably higher levels of demand for housing than for employment. Employment booms may, in fact, lag the boom in the commuter residential market by more than twenty years. As employment trends evolve, the planning area will first see expansions in the warehousing, wholesale, and storage sectors, followed by general industrial (assembly and fabrication), commercial, and office and research development. The office and research booms are not likely to peak within the planning area within the next ten years—while the residential boom is currently underway. Because of this lag effect, the Village must work hard to ensure that key long-term tax base sites and areas are reserved for high real estate value and salary level nonresidential uses, and not used for residential development or lower value non-residential uses.

Other critical issues that this *Plan* will address include:

- The need to ensure a top-quality appearance of development.
- The need for logical, efficient, complementary, and predictable land use patterns.