

Chapter 2

Issues and Opportunities

Summary

- Bellevue's population has grown from 1,007 residents in 1960 to 16,568 in 2022.
- The population is projected to grow by 25.4% to 20,780 between 2020 and 2040.
- It is projected that there will be 2,189 new households by 2040.
- The Village has experienced a notable increase in its older population.
- The Village's median age has increased to 40.4 years of age.
- Incomes have increased over 25% since 2010.
- The Village held a public engagement booth in June 2022 to help identify top issues facing the community.
- The Ad Hoc Committee participated in a SWOT Analysis in July 2022 to help identify top issues facing the community.
- The Village conducted a Citizen Opinion Survey between July 5 and August 8, 2022, to determine how residents felt about various land use, transportation, and municipal service topics.

Introduction

Many factors influence the growth, development, and character of a community. Population growth, age distribution, and incomes can all influence the types of housing, transportation options, and businesses that are found in a community. By examining these factors, the Village of Bellevue can recognize important *Issues* facing the community and identify *Opportunities* to address future needs.

The Issues and Opportunities Chapter provides relevant information through the use of demographic data, visioning session results, and a municipal services survey to provide direction to the Comprehensive Plan Ad-Hoc Committee as it prepares this guide for use by local officials, developers, and residents.

Data Sources

A majority of the 2020 Census data was not yet available at the time of this plan writing. 2020 Census data is used where available, however most demographic information used in this chapter was obtained from the US Census Bureau's American Community Survey (ACS) 2016–2020 5 year data sets.



Historical Population

The Village of Bellevue has experienced continuous population growth since 1960. Table 2-1 shows that between 1960 and 2022, the Village grew by 15,561 residents (1,445%). Between 2010 and 2022, Bellevue's population grew by 13.7%. In comparison, Brown County grew by 10.1% during that same period. Much of this growth can be attributed to the overall growth of the region, a good transportation system, adequate land to accommodate growth, and desirable community attributes. As Bellevue's population increased, there were increased needs for roads, housing, businesses, emergency services, parks, and utilities.

Table 2-1: Historical Population, Village of Bellevue.

Year	1960	1970	1980	1990	2000	2010	2020	Prelim. 2022 WDOA Estimate
Population	1,007	1,736	4,101	7,541	11,828	14,570	15,935	16,568
% Change	n/a	72.4%	136.2%	83.9%	56.8%	23.2%	9.4%	4.0%

Source: U.S. Census, 2020 & WDOA, 2022.

Population Projections

The Wisconsin Department of Administration issues revised population projections for all municipalities in Wisconsin every four years. The most recent projections were released in 2013. Table 2-2 shows that the Village's population is projected to grow by 4,212 persons, or about 25.4%, between 2020 and 2040 to a population of 20,780.

Table 2-2: Population Forecasts, Village of Bellevue.

Year	2010 Census	2020 Census	2025 Projection	2030 Projection	2035 Projection	2040 Projection
Population	14,570	16,568	17,840	19,140	20,150	20,780
# Change	n/a	1,998	1,272	1,300	1,010	630
% Change	n/a	13.71%	7.68%	7.29%	5.28%	3.13%

Source: U.S. Census 2010 & 2020, and WDOA, 2013.



Household Forecasts

A growing population equates to additional households. If the declining persons per household is also factored in, additional housing units would be needed even if the Village's population did not grow. Between 2020 and 2040, it is projected that the Village will have 2,189 additional households. This is an increase of 31.7% during that period (see Table 2-3). Additional households will require a variety of housing options to meet their needs, and this will define the amount of land needed for these new dwellings. New households can also put a strain on existing municipal services and utilities that may need to be expanded.

Table 2-3: Household Projections, Village of Bellevue 2020–2040.

Year	2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
Households	5,876	6,247	6,902	7,545	8,176	8,714	9,091
# Change	n/a	371	655	643	631	538	377
% Change	n/a	6.3%	10.5%	9.3%	8.4%	6.6%	4.3%
Household Pop	14,546	15,056	16,453	17,810	19,107	20,113	20,739
Person/HH	2.48	2.41	2.38	2.36	2.34	2.31	2.28

Source: US Census Bureau, 2010 & WDOA, 2013.

Age Distribution

Different age groups have different needs. A young family may desire a single family home on a large lot while a recent high school or college graduate may want an apartment without the responsibility of maintenance and lawn care. Teenagers and young adults may want additional softball diamonds while an elderly couple may desire more passive recreation options such as walking and biking trails. By evaluating age distribution trends, the Village may anticipate the various needs of its residents.

U.S. Census ACS 2016–2020 figures show that the median age of Village of Bellevue residents has been increasing. In 1990, the median age of the population was 29.4 years of age. In 2010, it increased to 36.3 years of age and for 2020 is estimated to be 40.4 years of age. Table 2-4 shows the ACS 2016–2020 age distribution for the Village of Bellevue.



Table 2-4: Age Distribution, Village of Bellevue 2016–2020.

Age Category	Estimate	Percent
Under 5 years	849	5.4%
5 to 9 years	1,163	7.4%
10 to 14 years	1,205	7.6%
15 to 19 years	759	4.8%
20 to 24 years	1,032	6.5%
25 to 34 years	1,730	10.9%
35 to 44 years	1,890	12.0%
45 to 54 years	2,283	14.4%
55 to 59 years	1,185	7.5%
60 to 64 years	1,234	7.8%
65 to 74 years	1,371	8.7%
75 to 84 years	816	5.2%
85 years and over	295	1.9%
Median age (years)	40.4	(X)
Male	7,612	48.1%
Female	8,200	51.9%

Source: U.S. Census ACS 2016–2020.

Income Levels

Table 2-5 shows the average Adjusted Gross Income (AGI) of Bellevue residents filing tax returns over the past six years. AGI represents only income subject to tax. In 2010, Bellevue had an AGI per tax return of \$54,074. This figure increased by 25.7% for 2020 and was established at \$67,955.

Table 2-5: Adjusted Gross Income Per Tax Return.

	2005	2010	2020	% Change From 2010-2020
Village of Bellevue	\$53,687	\$54,074	\$67,955	25.67%
Brown County	\$46,749	\$52,449	\$69,107	31.76%
State of Wisconsin	\$43,512	\$46,958	\$61,518	31.01%

Source: Wisconsin Dept. of Revenue, 2005, 2010, 2020.



Community Visioning

Demographic data can help identify trends within a community. At the same time, community members can also create a vision for the Village of Bellevue.

To identify the Village's priorities for community development and the key issues and concerns to address, the adopted Citizen Participation Plan guided the efforts by Cedar Corporation to conduct up-front engagement with the public using several methods:

1. June 12, 2022 – Bellevue Lion's Club Community Picnic "Bellevue & Beyond" Informational Booth.
2. July 18, 2022 – Ad Hoc Committee Strengths/Weaknesses/Opportunities/Threats (SWOT) Exercise.
3. Citizen Opinion Survey (survey was available from July 5 through August 8, 2022).

The results from these efforts were reviewed, summarized, and discussed at length by the Ad Hoc Committee and, to a great degree, the input helped to shape the final Future Land Use Plan and its associated goals, objectives, and recommendations.

Summaries of the results from the listed efforts are contained in Appendix B, Appendix C, and Appendix D.



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