

EXECUTIVE SUMMARY

The purpose of this section is to provide basic background information for the comprehensive planning process and general population and demographic characteristics for the Village of Highland. More specifically this section includes information from the community survey and visioning sessions, demographic trends including population trends, age distribution, housing trends, education levels, income levels, employment characteristics, population projections, housing projections, and labor force projections.

**Wisconsin State Statute 66.1001(2)(a)****(a) *Issues and opportunities element.***

Background information on the local governmental unit and a statement of overall objectives, policies, goals and programs of the local governmental unit to guide the future development and redevelopment of the local governmental unit over a 20-year planning period.

Background information shall include population, household and employment forecasts that the local governmental unit uses in developing its comprehensive plan, and demographic trends, age distribution, educational levels, income levels and employment characteristics that exist within the local governmental unit.

ISSUES AND OPPORTUNITIES POLICIES

The following are the issues and opportunities policies for the Village of Highland. The essence of these recommendations is carried out throughout the entire document.

- **Protect and improve the health, safety, and welfare of residents in the Village of Highland.**
- **Preserve and enhance the quality of life for the residents of the Village of Highland.**
- **Protect and preserve the small community character of the Village of Highland.**

Note: The above policy recommendations are further explained in other elements of this comprehensive plan. This section provides background information and overall direction. For example, the above recommendations may be carried out by implementing recommendations in other sections such as housing, economic development, and transportation.

BACKGROUND

Iowa County, together with 22 jurisdictions, including the Village of Highland, applied for a Comprehensive Planning Grant through the Wisconsin Department of Administration in the fall of 2001. In the spring of 2002, the Comprehensive Planning Grant was awarded. Iowa County and the jurisdictions within it contracted with the Southwestern Wisconsin Regional Planning Commission (SWWRPC) to complete individual comprehensive plans for each of the 23 jurisdictions (Iowa County, cities, towns, and villages) in accordance with Wisconsin Statutes 66.1001.

Because of the large number of involved jurisdictions and in an effort to streamline planning meetings, individual jurisdictions were grouped into “clusters”, based on their physical proximity to one another, resulting in six cluster groups. Iowa County was a separate cluster.

- “Northwest Cluster” (Towns of Highland and Pulaski, Villages of Avoca and Highland)
- “Northeast Cluster” (Towns of Arena, Clyde, and Wyoming, and the Village of Arena)
- “Central Cluster” (Towns of Dodgeville and Ridgeway, Village of Ridgeway, and City of Dodgeville)
- “Southwest Cluster” (Towns of Eden, Linden and Mifflin, and Village of Linden)
- “South Central Cluster” (Towns of Mineral Point and Waldwick, and City of Mineral Point)
- “Southeast Cluster” (Town of Moscow, and Villages of Blanchardville and Hollandale)
- Iowa County

COMMUNITY INVOLVEMENT

COMMUNITY SURVEY

In September and October of 2002, the staff from SWWRPC and University of Wisconsin Extension Service-Iowa County (UWEX-Iowa County) developed a countywide survey that was distributed to all property owners in Iowa County. A total of 10,752 surveys were sent out, 415 to Village of Highland property owners. Eighty-seven surveys were sent back, giving the village a 21percent return rate. (See Appendix A-1 for complete survey results.)

COMMUNITY VISION

A vision statement identifies where an organization intends to be in the future and how to best meet the future needs of its stakeholders. The vision statement incorporates a shared understanding of the nature and purpose of the organization and uses this understanding to move towards a greater purpose together. SWWRPC, in conjunction with UWEX-Iowa County, sponsored visioning sessions for each cluster in the autumn and winter of 2002-2003. The Village of Highland’s planning commission utilized the visioning information from these sessions to create a formal vision statement. The vision statement by the Village of Highland is

To improve quality of life in a beautiful, rural setting, while maintaining safety, security, cleanliness, good housing, desirable employment and educational opportunities.

VISIONING

In February 2003, the Village of Highland planning representatives were asked to identify issues, opportunities, strengths, and weaknesses specific to the Village of Highland. The following lists are based on the cluster visioning exercise, countywide survey, and local Plan Commission meetings. (See Appendix A-2 for the Northwest Cluster visioning results.)

Issues:

- How to create desirable jobs with a comparable wage to keep people working in the village
- How to create jobs that will bring people to the area so we maintain or increase school enrollment. This would also require additional housing.
- How to develop recreational activities without raising taxes and without an endowment

Opportunities:

- Downtown revitalization project
- Create a WEB page to promote the beauty and activities in the area
- Work with a local developer on a residential subdivision

Strengths:

- Ambulance and fire protection
- Air quality and ground water
- Roads and sidewalks
- Family based, small town atmosphere

Weaknesses:

- Lack of library, swimming pool, skating area and other recreational activities
- Lack of employment opportunities
- Downtown businesses landlocked for further expansion

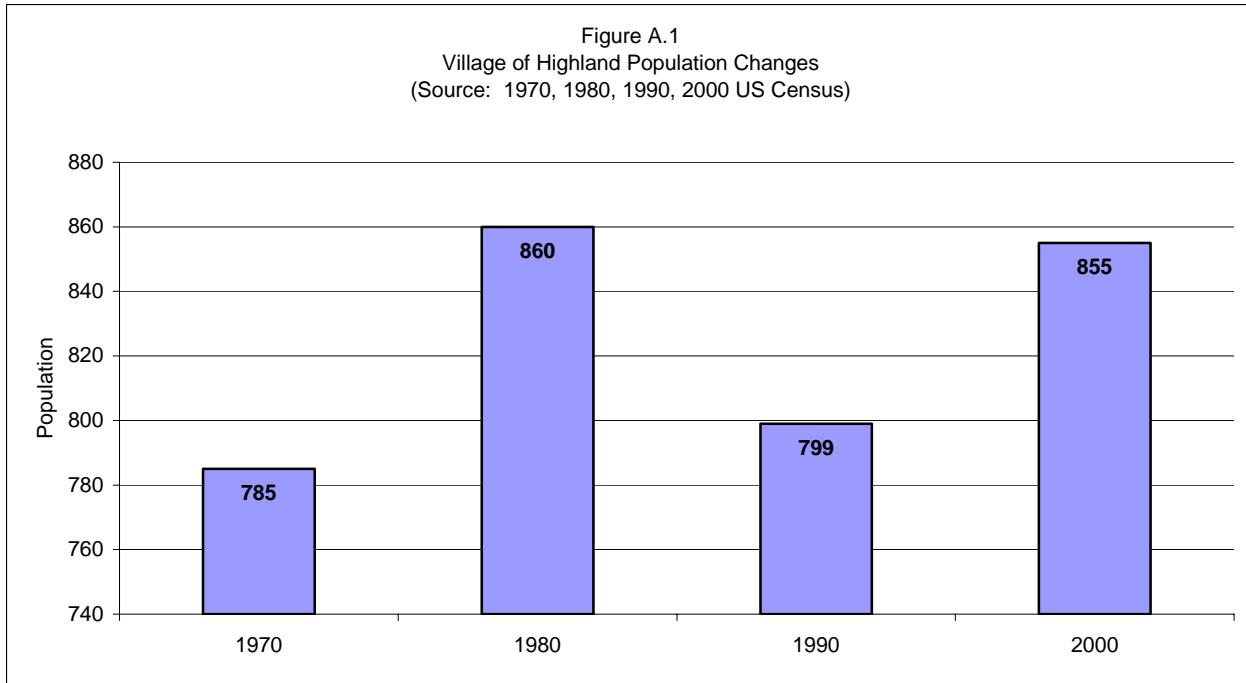
COMMUNITY PUBLIC PARTICIPATION PLAN

See Appendix A-3 for the jurisdiction's public participation plan.

DEMOGRAPHIC TRENDS

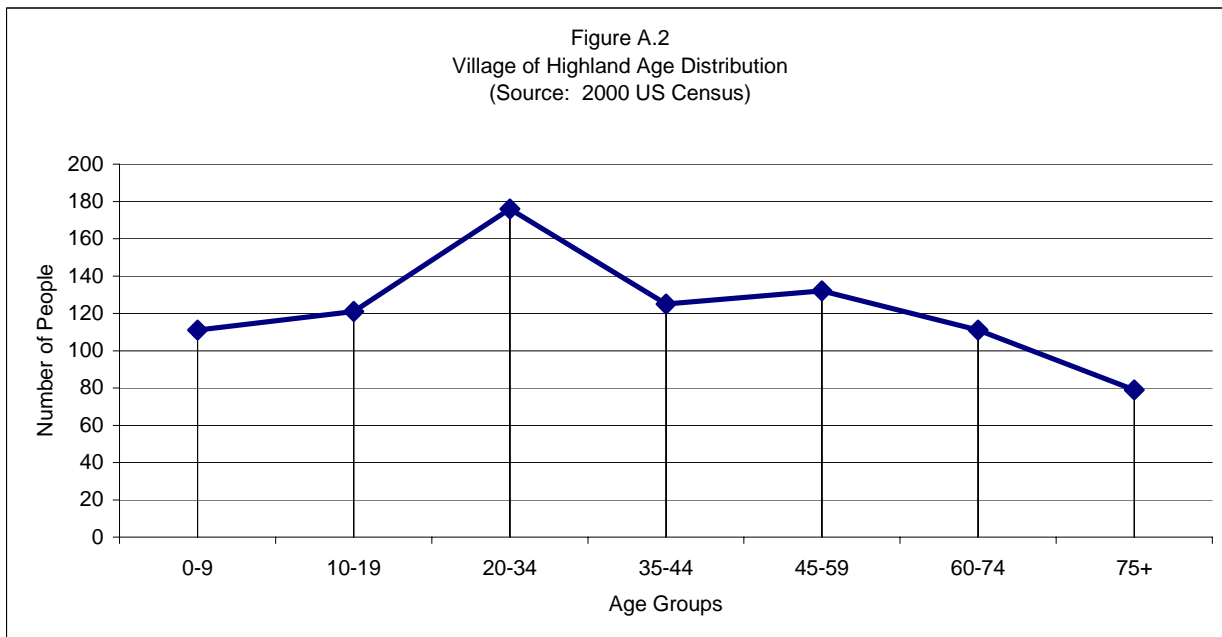
POPULATION CHANGES

The Village of Highland’s population has increased by 70 people over the past thirty years. Between 1970 and 1980 the village grew by 10 percent, but lost 7 percent between 1980 and 1990. From 1990 to 2000 the village grew 7 percent.



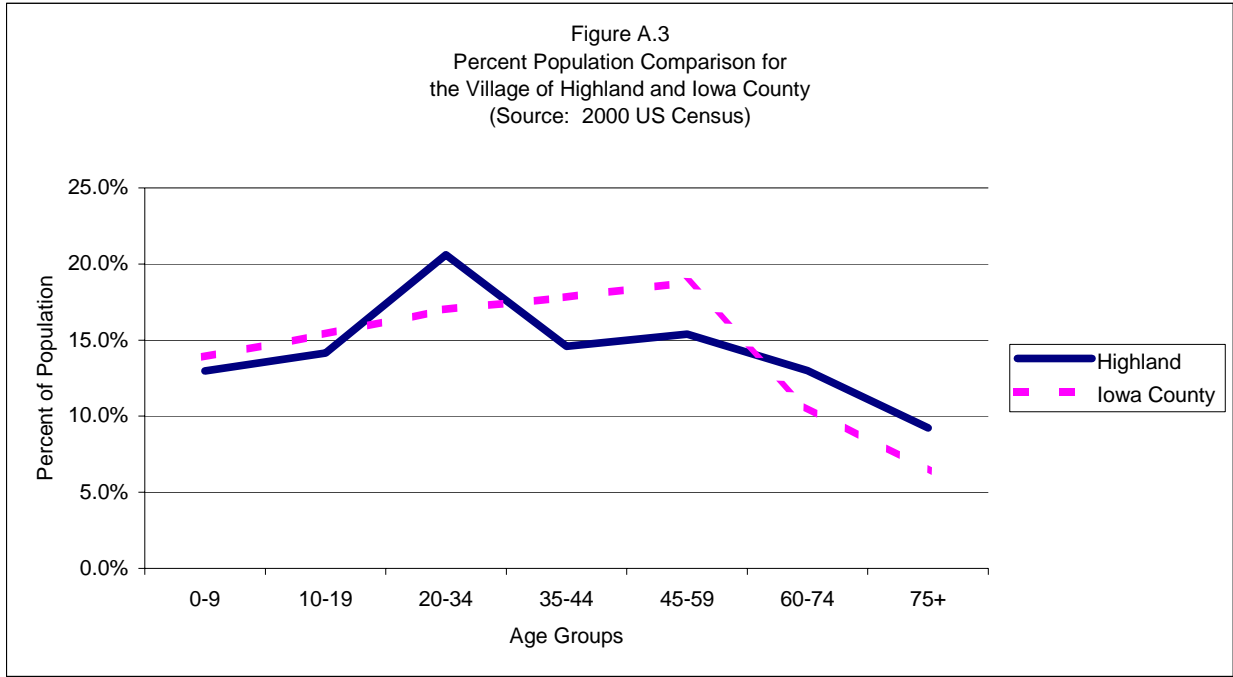
AGE DISTRIBUTION

Figure A.2 shows the age distribution of the Village of Highland residents, according to the 2000 US Census. Overall the population is well distributed among all the various age groups. The age group of 20 to 34 year olds has the highest concentration of the population in the village.



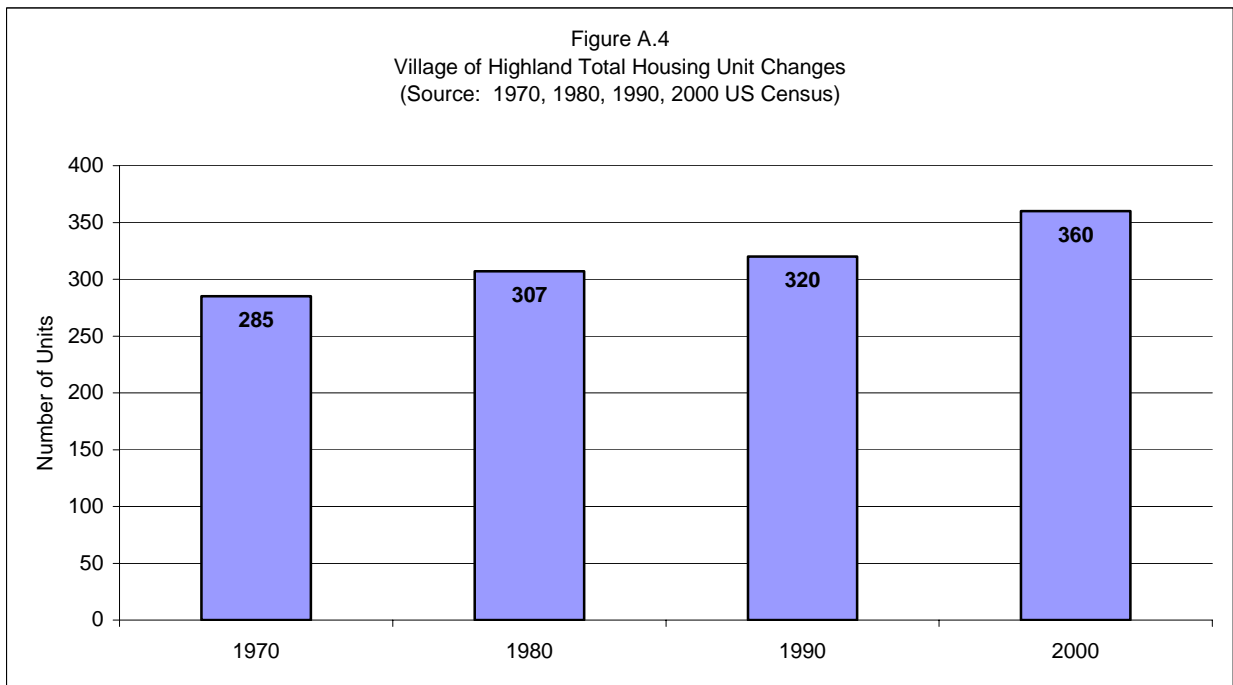
PERCENT POPULATION

Figure A.3 compares the village’s population to Iowa County as a whole. The breakdown of the village population is somewhat similar to the county population, although the village is lower than the county in the 35 to 44 year age group, and higher in the 20 to 34 year age group.

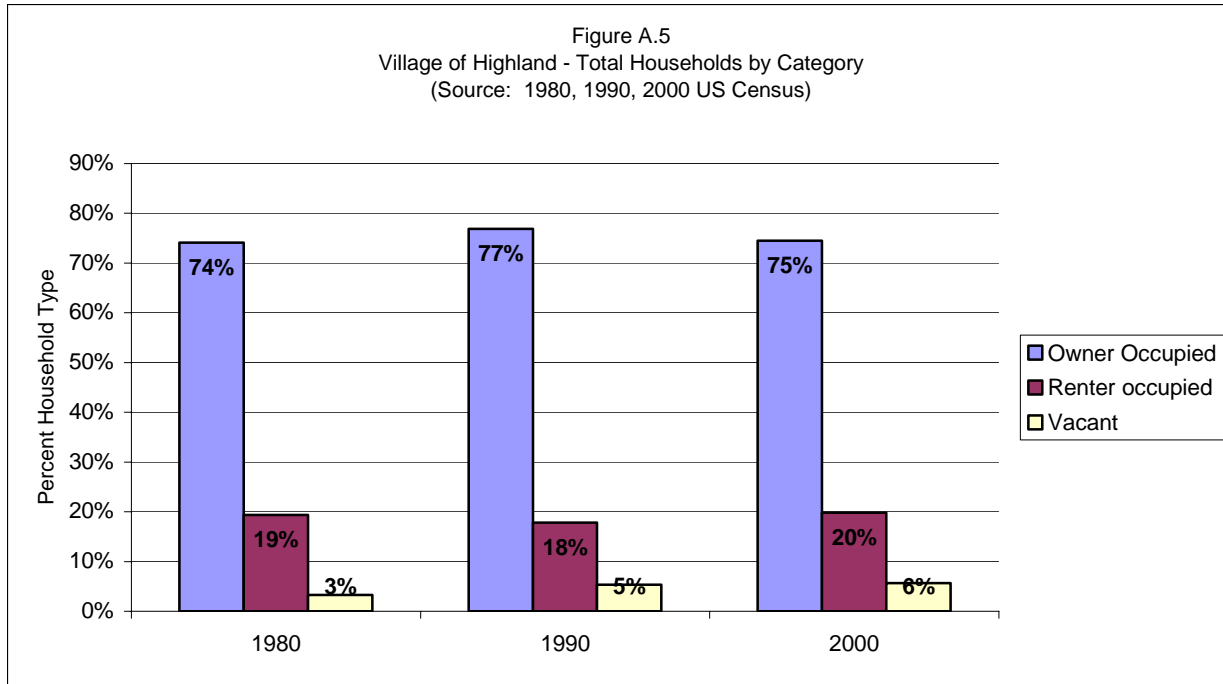


HOUSING TRENDS

Historically, the Village of Highland has seen an overall increase in the housing supply. “Total Housing Units” refers to the total number of units available for habitation: owned, rented, and vacant. As indicated by Figure A.4 the Village of Highland had an increase of 75 units between 1970 and 2000. For more housing information, go to Section B, Housing Element of this plan.



“Total Households” refers to occupied (owned and rented) housing units only. Figure A.5 shows of the 360 housing units in the village in 2000, 75 percent are owner occupied, 20 percent are renter occupied, and the remaining 6 percent are vacant. The average number of persons per household is 2.56 for owner occupied units, 1.99 for rental units.



EDUCATION LEVELS

An important factor tied to a community’s economic well being, as well as its potential for economic growth, is the link between education levels of residents and employment opportunities. Table A.1 reflects the educational attainment of the village residents 25 years and older compared with Iowa County and the State of Wisconsin.

Table A.1: Educational Attainment of Residents 25 Years and Older

Education	Village of Highland		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
< 9th grade	52	9.3%	4.2%	5.4%
9th-12th grade, no diploma	27	4.8%	7.4%	9.6%
HS Grad (incl. Equivalency)	294	52.5%	41.8%	34.6%
Some college, no degree	89	15.9%	19.9%	20.6%
Associate Degree	39	7.0%	8.3%	7.5%
Bachelors Degree	55	9.8%	13.2%	15.3%
Graduate or Professional Degree	4	0.7%	5.3%	7.2%
Total population 25 years and older	560	100.0%	100.0%	100.0%

(Source: 2000 US Census)

INCOME COMPARISONS

Table A.2 compares the income levels of the Village of Highland with those of Iowa County and the State of Wisconsin. Median household income is based on every unit of occupancy with one or more unrelated individuals. Median family income is based on units of occupancy with individuals related by blood (children, grandparents, etc.) or law (marriage, adoption, etc.). Per capita income is based on each individual wage earner.

Table A.2: Income Comparisons

Income Type	Village of Highland	Iowa County	State of Wisconsin
Median household income	\$37,228	\$42,518	\$43,791
Median family income	\$44,875	\$49,972	\$52,911
Per capita income	\$16,176	\$19,497	\$21,271

Source: 2000 US Census

EMPLOYMENT CHARACTERISTICS

Table A.3 is reflective of the 2000 US Census for employed persons 16 years and over and their respective occupations in the Village of Highland, compared by percentage to Iowa County and the State of Wisconsin. By definition of the Census, occupation is referred to as the type of work a person does on the job. For more information, go to Section F, Economic Development Element of this plan.

Table A.3: Employment Characteristics

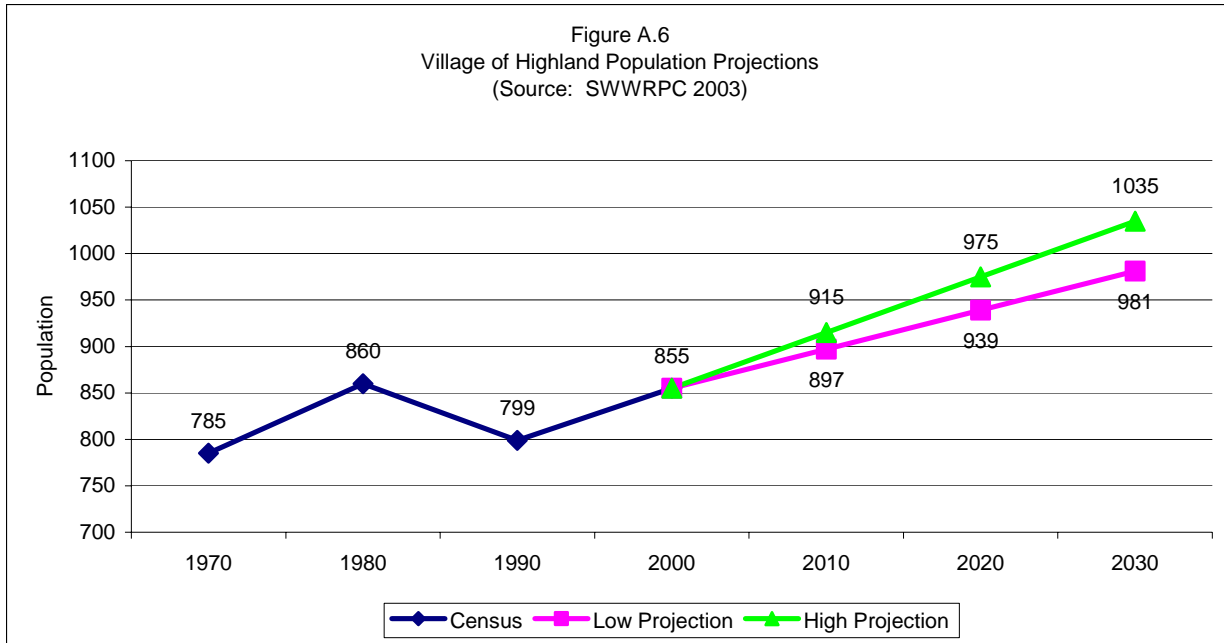
Occupation	Village of Highland		Iowa County Percent	State of Wisconsin Percent
	Number	Percent		
Management, professional and related	113	23.0%	30.9%	31.3%
Services occupations	63	12.8%	12.8%	14.0%
Sales and office occupations	152	31.0%	25.5%	25.2%
Farming, fishing, and forestry occupations	0	0.0%	2.5%	0.9%
Construction, extraction, and maintenance occupations	81	16.5%	10.9%	8.7%
Production, transportation, and material moving occupations	82	16.7%	17.4%	19.8%
Total employed civilian population 16 years and older	491	100.0%	100.0%	100.0%

(Source: 2000 US Census)

DEMOGRAPHIC PROJECTIONS

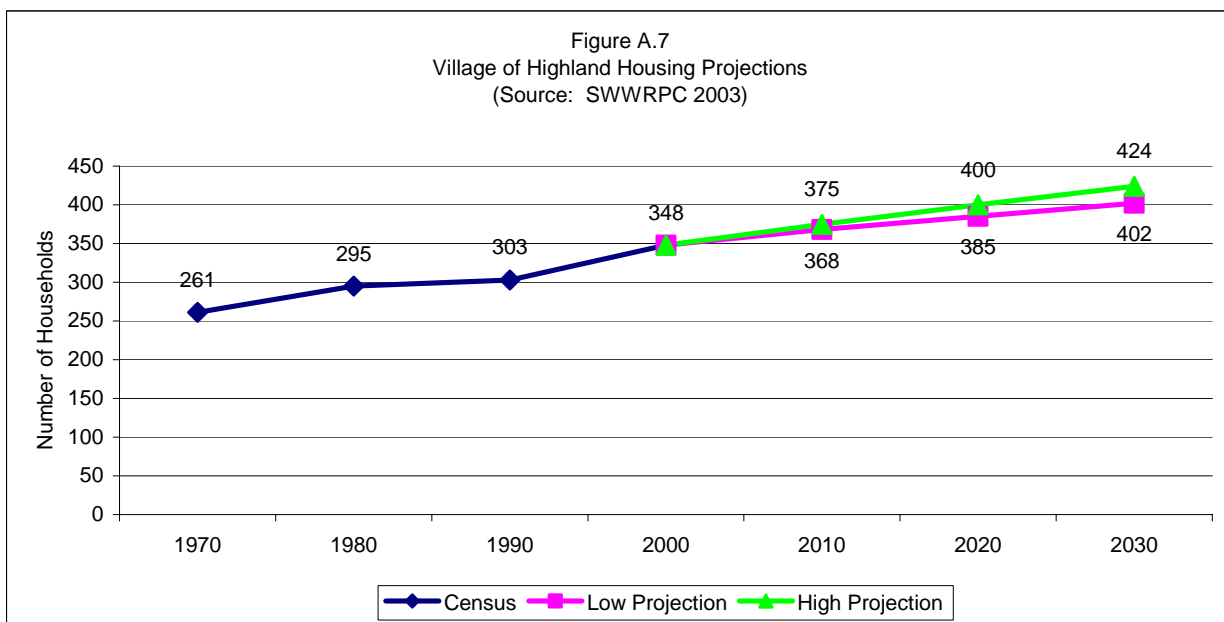
POPULATION

Preparing population projections is necessary to provide planners, developers, and others with expected increases or decreases in given base years. Reliable projections of population are needed for all kinds of planning or policy decisions whether involving the need for extending utilities, building a new highway, or starting a business. All these require some notion of probable demand for such facilities. Figure A.6 shows past population trends as well as projections to the year 2030. The figure gives both low and high projections, showing an overall population increase in the next 30 years.



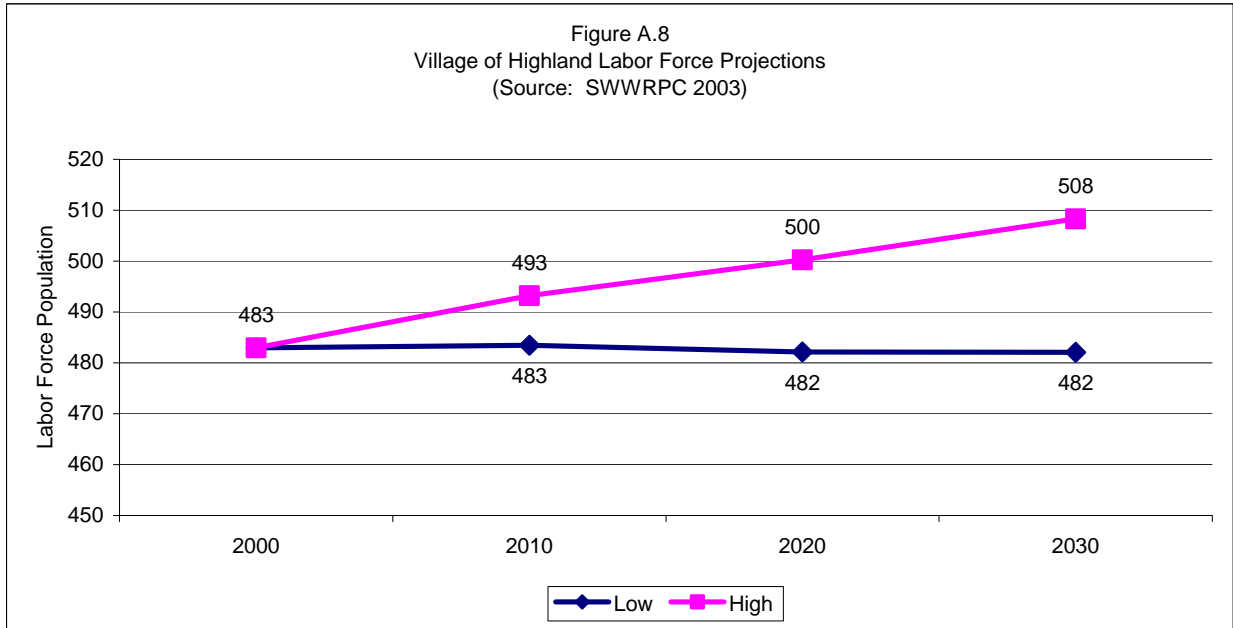
HOUSEHOLD

Figure A.7 shows household projections based on population projections and average household size from the 2000 US Census.



LABOR FORCE

Figure A.8 shows labor force projections for the Village of Highland. These available workers will not necessarily find employment in the Town: many will work in nearby towns and cities. The figure merely indicates the available labor pool residing in the Village of Highland. For more information, go to Section F, Economic Development Element of this plan.



All of the projections presented in this section are based on past trends. The projections are intended as a guide. A sudden change, such as the creation of a large industry in an outlying area may dramatically impact these projections.