

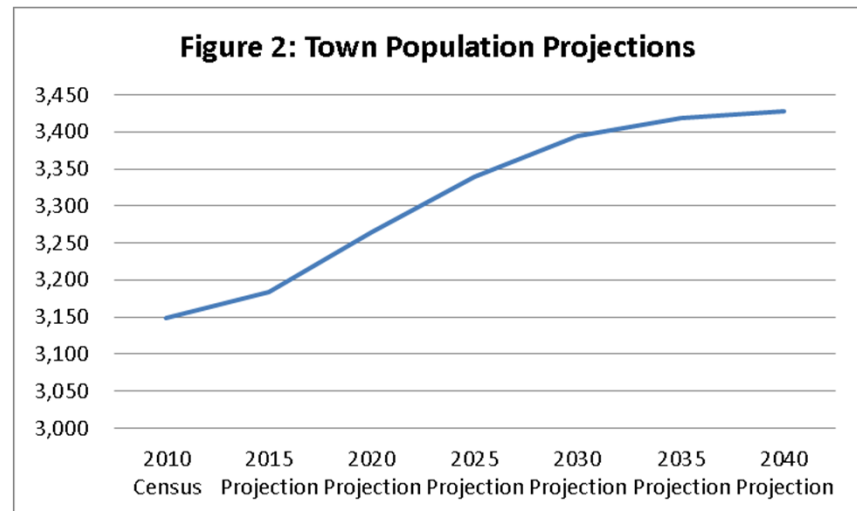
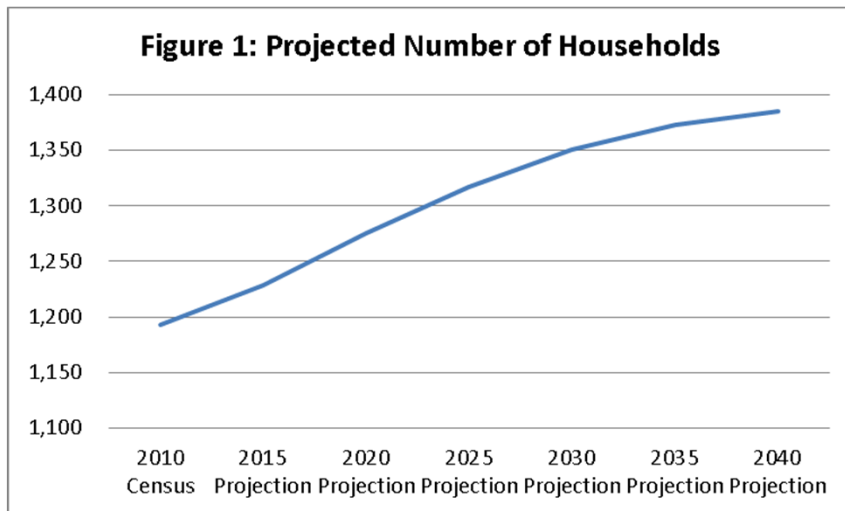
Town of Pleasant Springs

Plan Update Background Statistics

Population

Projected increase of 192 households (16%) over 30 year period 2010-2040

Increase of 244 or 7.5% growth over next 25 years



Roughly 2-2.5% increase per 5 year period over next 25 years; only 1.1% growth from 2010-2015

Household Characteristics

Household size is projected to continue decreasing

2010 Census	2015 Projection	2020 Projection	2025 Projection	2030 Projection	2035 Projection	2040 Projection
2.64	2.59	2.56	2.54	2.51	2.49	2.48

The largest number of households are married couple families, and the highest percent change is in one person non-family households

The vast majority (90+%) of town residents are in owner households

	Owner Households		Renter Households	
	Number	Ave. Size	Number	Ave. Size
2000	1,005	2.81	84	2.4
2010	1,077	2.77	116	2.92
% change	7.2%	-1.4%	38.1%	21.7%

Source: U.S. Bureau of the Census and Capital Area Regional Planning Commission

	Family		Non-family	
	Married Couples	Single Parents	One Person	2 or More
2000	818	79	138	64
2010	857	92	171	73
% change	4.8%	16.5%	23.9%	14.1%

Source: U.S. Bureau of the Census and Capital Area Regional Planning Commission

Demographic Characteristics

The town has a higher percentage of those 45+ than the county as a whole

The median age is higher than that of the county as a whole

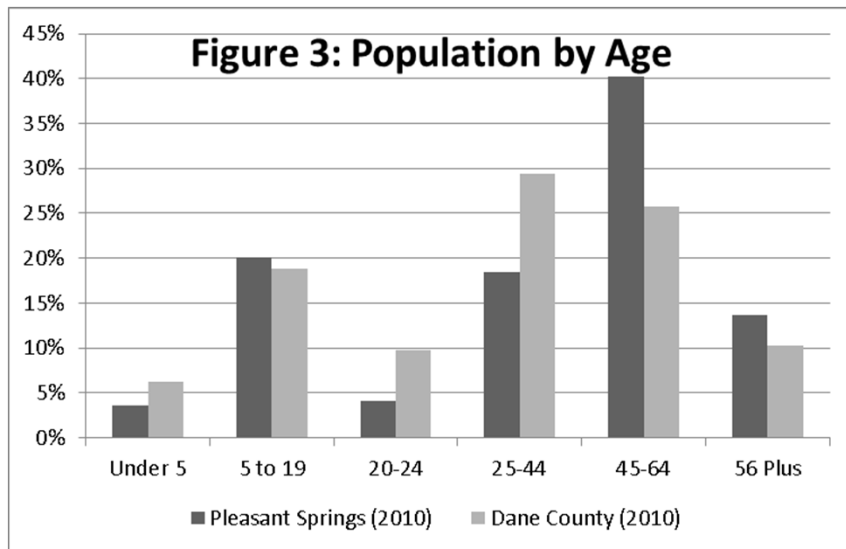


Table 4: Median Age Percentages

Year	Town	County
1990	35.7	30.7
2000	39.8	33.2
2010	46.6	34.4

Source: U.S. Bureau of the Census and Capital Area Regional Planning

Education and Income

Reflecting the age statistics, elementary school enrollment has gone down

Pleasant Spring's population is of higher income than the town or county average

Table 5: School Enrollment and Educational Attainment: 2000; 2006-2010					
	Town	Educational Attainment			
	Enrollment	Pleasant Springs		Dane County	
Year	Age 3+, k-12	High School	College	High School	College
2000	648	92.0%	30.1%	92.2%	40.6%
2006-2010	615	95.6%	28.3%	94.3%	45.4%
% change	-5.1%	3.6%	-1.8%	2.1%	4.8%

Source: American Community Survey 5 Year Estimates and Capital Area Regional Planning Commission

Table 6: Household Income: Distribution of Household Income by Municipality						
This table shows the percent of residents at various income-levels relative to area median family income (AMI) 30%, 50%, 80%, 100% and above 100%. This measure is used as an indicator of housing affordability.						
	median household income	households with 0-30% AMI	households with 30-50% AMI	households with 50-80% AMI	households with 80-100% AMI	with more than 100% AMI
P.S.	84,563	2.7%	4.4%	12.0%	10.2%	70.7%
town ave.		6.4%	9.2%	14.3%	11.4%	58.6%
County	60,519	12.0%	11.0%	17.1%	11.7%	48.3%

Source: HUS-CHAS special tabulations based on 2006-2010 American Community Survey

Town Land Use

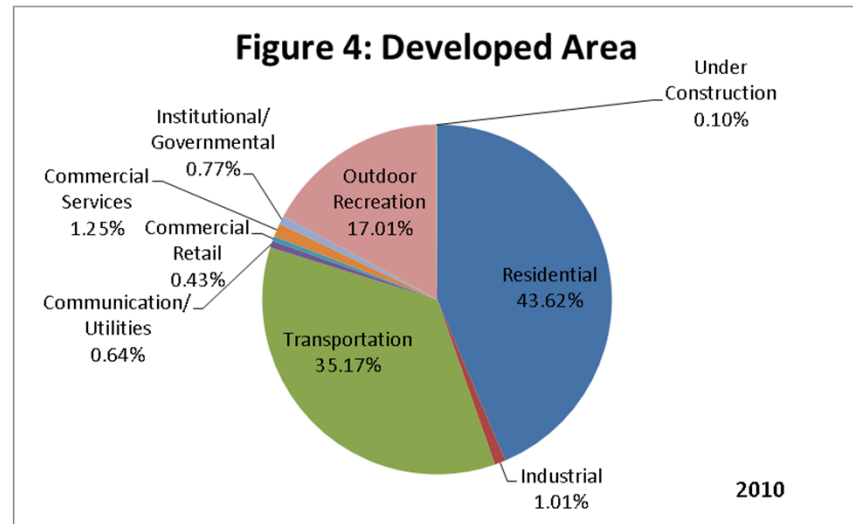
Agriculture is the majority land use in the town (84.1%)

Table 7: Land Use in Pleasant Springs, Totals and Percent of Total Area, 2010

Land Use	2000		2005		2010	
	acres	% of total	acres	% of total	acres	% of total
Residential	907.9	3.9%	1,051.2	4.6%	1,478.5	6.9%
Industrial	22.9	0.1%	24.4	0.1%	34.3	0.2%
Transportation	1,202.8	5.2%	1,199.8	5.3%	1,192.0	5.6%
Communication/Utilities	37.9	0.2%	21.7	0.1%	21.7	0.1%
Commercial Retail	19.0	0.1%	19.9	0.1%	14.6	0.1%
Commercial Services	24.7	0.1%	28.4	0.1%	42.3	0.2%
Institutional/Governmental	16.1	0.1%	14.9	0.1%	26.2	0.1%
Outdoor Recreation	564.2	2.4%	545.6	2.4%	576.4	2.7%
Under Construction	na	na	na	na	3.3	0.0%
Total Development Area	2,795.3	12.1%	2,905.9	12.8%	3,389.3	15.9%
Agriculture & Undeveloped	20,280.3	87.9%	19,841.6	87.2%	17,967.6	84.1%
Total Area	23,075.6	100.0%	22,747.5	100.0%	21,356.9	100.0%

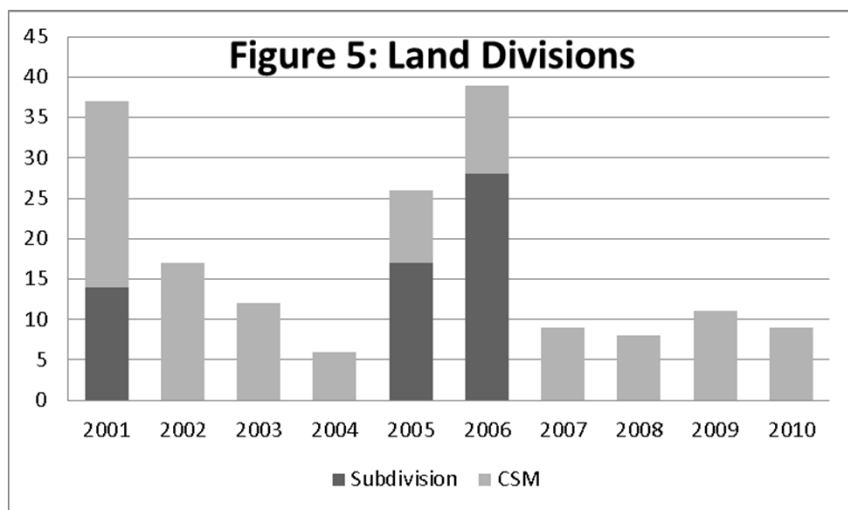
Source: Capital Area Regional Planning Commission (CARPC)

Residential use is the majority of the developed area in the town



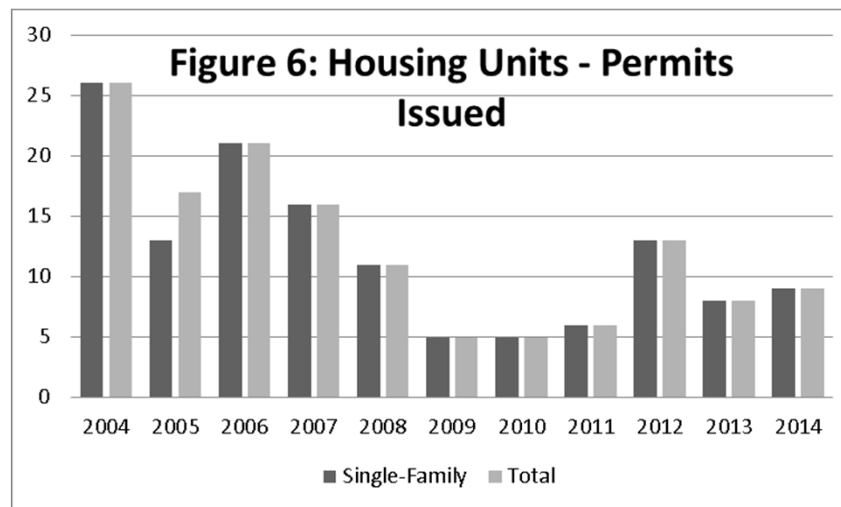
Land Use - Housing

The largest number of land divisions, 39, occurred in 2006



The majority of land divisions are done via certified survey map (CSM)

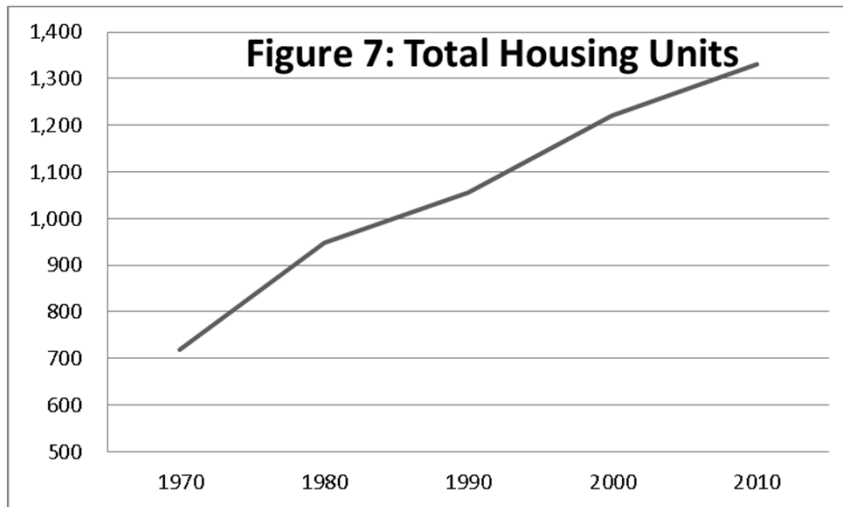
The number of housing permits issued in 2014 almost reached 2008 levels



Land Use – Housing

The greatest increase in housing units, 32.2%, was between 1970 and 1980

Single-family detached homes are the vast majority



	Single Family	Two Family	Multi Family	Mobile Home
2000	1,199	17	5	9
2006-2010	1,257	16	0	17

Source: American Community Survey 5 Year Est. and CARPC

Housing Stock

85% of new housing units are single family detached

The vast majority of all housing units are single-family detached

Table 9: Housing Units Built, 2000-2010

	TL Housing Units 2000	TL Housing Units 2010	New added 2000-2010	Housing growth rate	New single-family detached 2000-2010	
					number	percent
P.S.	1,230	1,290	60	4.9%	51	85.0%
town ave.	29,502	32,399	2,897	9.8%	2,527	87.2%
county	180,385	213,140	32,755	18.2%	16,045	49.0%

91% of net new housing units in the county were built in incorporated areas.

Source: US Census, American Community Survey 2006-2010 data and 2000 SF3 data
Affordable Housing Needs Assessment, Dane County and Municipalities (2015)

Table 10: Housing Supply: Housing Stock (units in structure), by Municipality, as of 2010

	1-unit detached	1-unit attached	2-4 Units	Multi-family	% one-unit detached	% 1-4 attached	% multi-family
P.S.	1,262	12	16	-	97.8%	2.2%	0.0%
Towns	26,453	1,503	1,391	3,044	81.7%	8.9%	9.4%
County	114,701	16,706	21,694	59,995	53.8%	18.0%	28.2%

Source: US Census, 2010 Census
Affordable Housing Needs Assessment, Dane County and Municipalities (2015)

Housing Affordability

Affordability is defined as housing costing 30% or less of family income

Table 11: Housing Value, Rent and Costs as Percent of Income by Tenure: 2000-2010, Town of Pleasant Springs

	Owner Housing Units		Renter Housing Units	
	Median Value	>30% Income	Median Rent	>30% Income
2000 (2000 \$)	\$ 165,300	17.8%	\$ 544	26.9%
2006-2010 (2010 \$)	\$ 258,100	22.5%	\$ 1,144	10.4%

Source: American Community Survey 5 Year Estimates and Capital Area Planning Commission (CARPC)

Indicators of housing demand:

Table 12: Indicators of Housing Demand, Town of Pleasant Springs, Town of Pleasant Springs

	Population	Households	Average Size of Households	Homeowner-ship Rate	Age 65+	Households with Children	single person households
Town	3,134	1,126	2.78	93.0%	12.3%	32.2%	11.8%
County	78,483	30,103	2.66	85.0%	11.3%	34.1%	18.0%

Source: HUS-CHAS special tabulations based on 2006-2010 American Community Survey (ACS) Affordable Housing Needs Assessment, Dane County and Municipalities (2015)

Housing Affordability

Town housing costs (house price and rent) are higher than the county average

	Median value owner occupied	median rent
Town	258,100	1,064
County	230,800	747

Source: HUS-CHAS special tabulations based on 2006-2010 American Community Survey Affordable Housing Needs Assessment, Dane County and Municipalities (2015)

Pleasant Springs has less affordable housing at various levels than the town or county average

	% ownership units affordable			% rental units affordable		
	for households at			for households at		
	50% AMI	80% AMI	100% AMI	30% AMI	50% AMI	80% AMI
Pleasant Springs	1.0%	8.8%	20.1%	0.0%	0.0%	13.5%
Town Average	2.6%	10.6%	21.4%	4.2%	36.3%	70.2%
Dane County	2.1%	13.2%	27.5%	5.0%	30.1%	71.3%

Source: HUD-CHAS special tabulations based on 2006-2010 American Community Survey (ACS)