

Chapter 1: Issues and Opportunities

1.1 Purpose of the Comprehensive Plan

In October 1999 the Smart Growth Budget Bill was signed into law. The legislation provides the framework for developing comprehensive plans, a grant program, and the connection to other local planning related activities. The legislation requires that after January 1, 2010, all programs and actions of local government units that affect land use must be guided by, and consistent with, that the adopted comprehensive plan. The comprehensive plan is required to address nine elements: Issues and Opportunities; Housing; Transportation; Utilities and Community Facilities; Agricultural, Natural, and Cultural Facilities; Economic Development; Intergovernmental Cooperation; Land Use; and Implementation. Public participation is also required at every stage of the comprehensive planning process including adoption of written procedures, broad notice provisions, the opportunity to review and comment on draft plans and a required public hearing prior to plan adoption.

The 2009 Comprehensive Plan for the Village of Whitefish Bay is intended to guide the Village in its future planning efforts. It will provide the tools that the Village may use to preserve and enhance its existing qualities while allowing it to reach its fullest potential as a community. The Comprehensive Plan will provide general guidelines for growth management. In the future, detailed planning for individual sites, as well as municipal projects, should follow the overall goals and objectives of this plan.

The Assistant Village Manager with assistance from an Administrative Intern developed this Comprehensive Plan under the direction of the Plan Commission and Village Board with input from the public and various other boards and commissions. The work done by the Administrative Intern was provided for by a matching grant of \$2,000 from the Wisconsin City/County Managers Association (WCMA). This plan establishes a logical set of guidelines and development policies to guide public and private development within the community. It provides policies that the Village Board, Plan Commission, Library, School District, and Village Staff may use to make decisions in order to fulfill a collective vision for the Village of Whitefish Bay.

1.2 Timeline and Approval Process

The following process was used to review and approve the Whitefish Bay Comprehensive Plan:

July 21, 2009

Plan Commission Begins Element Review

- Appendix A – Public Participation Plan
- Chapter 2 – Housing
- Chapter 3 – Transportation
- Chapter 5 – Agricultural, Natural, and Cultural Resources
- Chapter 7 – Intergovernmental Cooperation

August 3, 2009

Village Board Adopts Public Participation Plan

August 18, 2009

Plan Commission Element Review Continued

- Chapter 4 – Utilities and Community Facilities
- Chapter 6 – Economic Development
- Chapter 8 – Land Use

August 28, 2009 (approximate)

Information regarding draft of comprehensive plan and upcoming public participation opportunities published in the Village newsletter (Figure 1.2.1). The newsletter is distributed to every property within the Village.

Figure 1.2.1 – Bay Leaves, Village Newsletter, Article on Comprehensive Plan

Bay Leaves
 The Village of Whitefish Bay
 5300 N. Marlborough Drive
 Whitefish Bay, WI 53217

PRESORTED
 STANDARD
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Fall Programming

Adult Nonfiction Book Group

The Library is once again offering the adult nonfiction book group, moderated by UWM Professor John Schroeder. Please stop by the Adult Reference desk to register. Sept. 14 at 7 pm will be *The Great Depression*, Oct. 12 at 7 pm will be Huey P. Long, and Nov. 9 at 7 pm will be Frances Perkins.

Adult Summer Reading Program

The Library's first adult summer reading program was a big hit. Patron reviews of some of their favorite books are available on the Library's website at www.wfblibrary.org. The final prize drawing will held on Aug. 28. There will be 10 prizes offered in the final drawing. Many thanks to the Friends of the Library, California Pizza Kitchen, iPic, Elements Therapeutic Massage, Bravo, Devon's Berkeley's Café, Winkie's, and Trader Joe's for supporting this program with their generous donations.

Writer's Workshop

The Library is planning to offer a writer's workshop (for ages 16 and up). Keep an eye out for further details. If you are interested in participating, please contact Amy at the adult reference desk, (414) 755-6557.

Book and Film Club

The Book and Film Club will be discussing the following titles this Fall. Participants will read the book and watch the film before the discussion. Contact the Adult Reference desk to register. Sep. 15 will be *Persepolis 1 & 2* by Marjane Satrapi, Oct. 20 will be *Breakfast at Tiffany's* by Truman Capote, and Nov. 17 will be *Of Mice and Men* by John Steinbeck.

Alamelu Healthy Cooking

Alamelu will be offering three new Health Indian Cooking classes this fall. Watch for more information in the Library and on the website.

Whitefish Bay Comprehensive Plan

The Village of Whitefish Bay is required by State Statutes to complete a Comprehensive Plan by January 1, 2010. The Comprehensive Plan consists of nine elements including Issues and Opportunities, Housing, Transportation, Utilities & Community Facilities, Agriculture/Natural/Cultural Resources, Economic Development, Intergovernmental Cooperation, Land Use, and Implementation.

This information is currently being reviewed by the Plan Commission, and will eventually be reviewed and approved by the Village Board. Visit the Village website to view the elements listed above and to find out more information regarding the plan. The following public

comment opportunities are available at this time:

- Sept. 15 Plan Commission – Meeting to review entire plan.
- Sept. 21 and Oct. 5 Village Board – Preliminary review of draft plan.
- Oct. 19 Village Board – The Village Board is tentatively scheduled to hold a public hearing and approve the comprehensive plan.
- Village Website, www.wfbvillage.org - Comments can be made anytime via the Village website as well as find out important dates or other information.

Please contact Matt Schuenke at (414) 962-6690 or m.schuenke@wfbvillage.org with any questions.

Whitefish Bay Numbers

Village Hall, www.wfbvillage.org	962-6690	North Shore Fire Dept (non-emergency)	357-0113
Public Library, www.wfblibrary.org	964-4380	Whitefish Bay/Shorewood Health Director	847-2710
Public Works Garage	967-5128	Village Information	962-2158
EMERGENCY – Police, Fire, Ambulance	911	Whitefish Bay School District	963-3921
Police Administration	962-3830	Dept of Recreation & Community Education	963-3947
Police (non-emergency)	962-4619	Overnight Parking	431-9060

September 15, 2009

Plan Commission Element Review Continued

- Chapter 1 – Issues and Opportunities
- Chapter 9 – Implementation

Plan Commission conducts final review of complete plan and recommends approval to the Village Board.

September 17, 2009

Publish Class 1 notice in Northshore NOW, begins 30 day review period required following notice publication prior to public hearing.

September 21, 2009

Village Board Begins Element Review – Chapters 1-4

October 5, 2009

Village Board Continues Element Review – Chapters 5-9

October 19, 2009

Village Board holds public hearing and adopts Comprehensive Plan.

October 20, 2009 (approximate)

Distribute adopted Comprehensive Plan to required entities.

- Every governmental body within the Village – Whitefish Bay School District and Milwaukee County.
- All Adjacent Governmental Bodies – Village of Fox Point, City of Glendale, City of Milwaukee, and Village of Shorewood.
- Wisconsin Land Council
- State of Wisconsin – Department of Administration
- Regional Planning Commission – Southeastern Wisconsin Regional Planning Commission (SEWRPC), Metropolitan Milwaukee Association of Commerce (MMAC), The Greater Milwaukee Committee
- Whitefish Bay Public Library, University of Wisconsin-Milwaukee Center for Urban Initiatives and Research (CUIR)

1.3 Public Participation Process

Public Participation in the planning process is critical. It affords residents the opportunity to identify special places within the community and share local ideas, values, and concerns. Successful implementation of the plan is increased when the public is a partner in the planning process. The Public Participation Plan is identified in Appendix A. All of the committee meetings were public and publicized on the City's website. All residents were notified of upcoming meeting dates regarding the Comprehensive Plan through the Village Newsletter on or around August 28, 2009. Comments submitted via the website or other form are provided to the Plan Commission for their review and are incorporated to the plan as appropriate.

1.4 Planning Area and Background

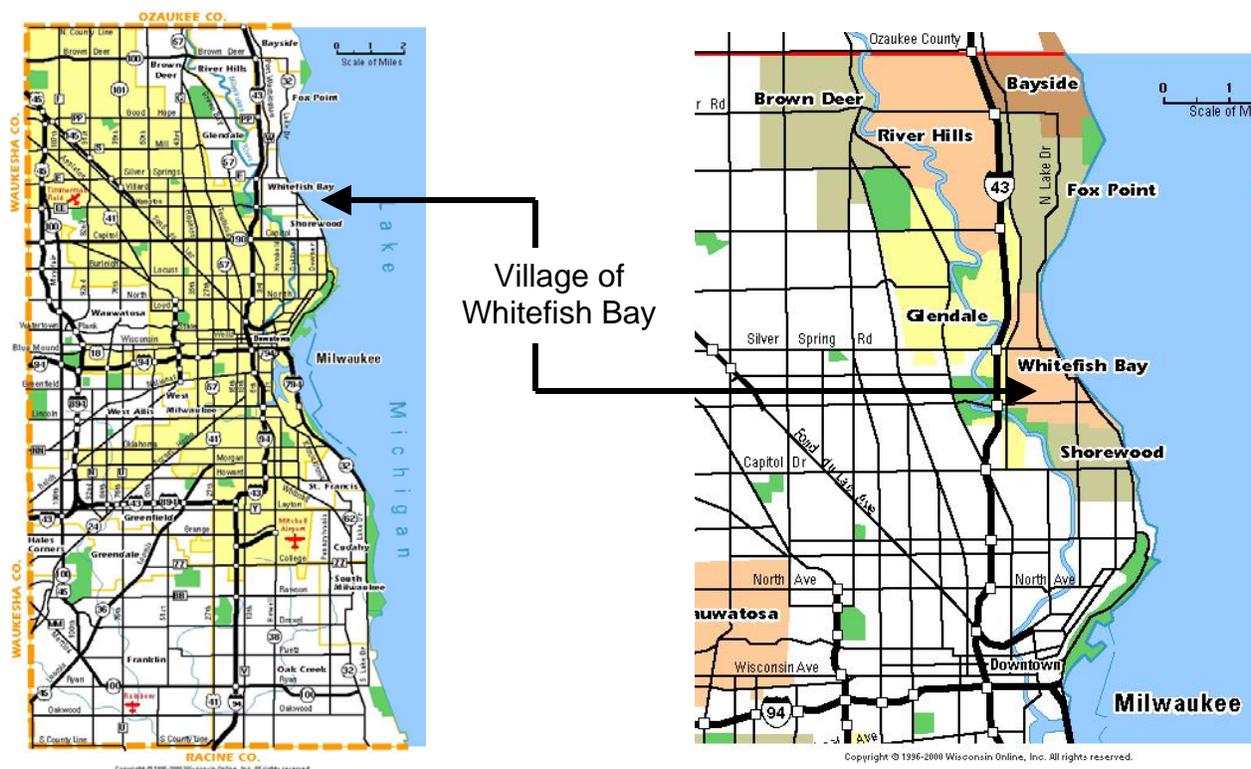
Whitefish Bay and the Region

Milwaukee County encompasses over 240 square miles and is home to a 2008 estimated 953,328 people. Much of the land in Milwaukee County is fully developed. The City of Milwaukee is the most populated city in the State, and serves as the economic and cultural capital of the region. The leading economic sectors in the region include manufacturing, retail and service industries. The County has 19 municipalities, 18 school districts, and many other special purpose districts that provide public services. Natural assets include the more than 140 parks and parkways developed and maintained by the Milwaukee County Park system as well as several miles of Lake Michigan shoreline.



The Village of Whitefish Bay is located in the Northeastern portion of Milwaukee County (Figure 1.4.1). Whitefish Bay's location along the shores of Lake Michigan is a short distance away from Downtown Milwaukee, Mitchell International Airport, and other amenities offered throughout the greater Milwaukee area. The Village of Fox Point (north), City of Glendale (west), City of Milwaukee (southwest), Village of Shorewood (south), and Lake Michigan (east) border the Village.

Figure 1.4.1 – Regional Location for the Village of Whitefish Bay (Wisconsin Online)



Whitefish Bay History

The area, which is now Whitefish Bay, was once a sparsely populated farming community that was part of the Town of Milwaukee. Farming families began buying parcels in the area as early as 1835 from the U.S. government Land Office in Green Bay. The first commercial enterprise in the area (other than farming) was fishing. In 1862, Mr. John Luck, a fisherman from the fishing district near Green Bay arrived in the area and, with the help of William Consaul, one of the first farmers in the area, constructed the first 'pound net' off the shore of our community. And the fish that was caught most often was the whitefish – eventually leading to the village's name.

While the area is relatively close to the City of Milwaukee, there were no good transportation choices, limiting the development of the community. This ended when the earliest road was built. In 1869, Charlie Andrews, proprietor of the Newhall House in Milwaukee, formed the Lake Avenue Turnpike Co. and obtained a State charter to operate a toll road. John Luck saw the new road as an opportunity and opened a small tavern near its north end in Whitefish Bay. Others soon took advantage of the setting for taverns and resorts, including the Pabst Brewing Company, which built the Whitefish Bay Resort in 1889. The Pabst resort was a popular attraction and included a beer garden, bandstand, Ferris wheel, dancing pavilion and other attractions. Lewis Scheife, who took over John Luck's fishing business, began furnishing the Whitefish Bay Resort with from 300 to 600 pounds of fish weekly (Figure 1.4.2).

Figure 1.4.2 – Whitefish Caught in Lake Michigan (Source: Wisconsin Sea Grant Institute)

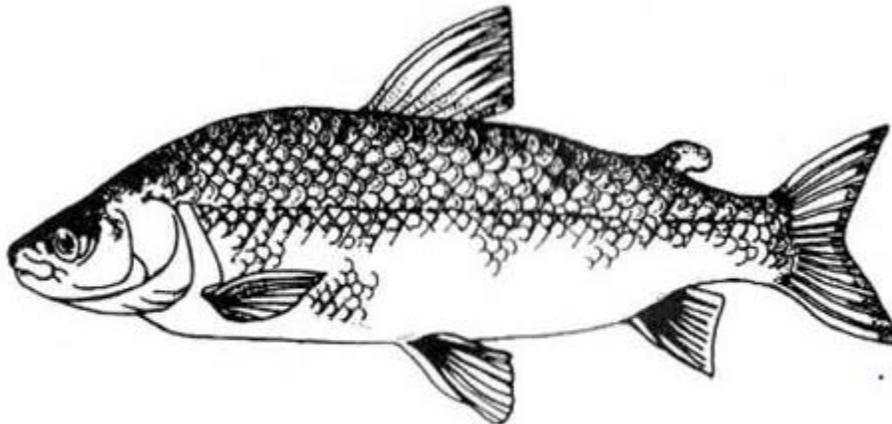


Figure 10.1. Lake whitefish (*Coregonus clupeaformis*). (Drawing by Christine Kohler; courtesy University of Wisconsin Sea Grant Institute)

Other transportation choices were soon provided. A large pier was constructed at the foot of what is now Lexington Boulevard in Whitefish Bay and people came to the Whitefish Bay Resort via steamships, which brought travelers from a bridge at Grand Avenue (now Wisconsin Avenue) in downtown Milwaukee. In 1874, the Milwaukee, Lake Shore & Western (MLS&W) Railway, built a rail line through the area and in 1886,

Guido Pfister and associates formed the Milwaukee & Whitefish Bay railroad, better known as the “dummy line,” in 1886. The MLS&W purchased a considerable tract of land near what is now Fairmount Avenue in Whitefish Bay in 1887. It has been reported that this set off a real estate boom, which resulted in platting subdivisions that covered much of what is now the village of Whitefish Bay. The railroad ran special suburban service to the area to encourage prospective homeowners to purchase property.

The children of the earliest settlers, like the Consauls, Markerts, Everts, Rabes, and Grams, had to walk several miles to the Town of Milwaukee schools. As the population grew in the area, the parents petitioned the Town Board for a new school closer to the area – but to no avail. George A. Rogers who published a weekly newspaper, The Whitefish Bay Pioneer, began a campaign for a village charter so that a new school district could be set up. He got enthusiastic support and after several meetings a decision was made to incorporate a village. On May 10, 1892, Judge Johnson signed an order bringing our village into existence. Officials were elected on June 5th of that year, including the naming of the Village’s first president, Fred Isenring.

One of the first orders of business for new Village President was to appoint a school committee. The Committee prevailed upon the owners of the triangle now bounded by Idlewild, Fleetwood and Marlborough to donate the tract for a new schoolhouse. In 1895, Dr. T.W. Williams succeeded Isenring as President. In addition to being an a medical doctor, Williams was active in Whitefish Bay real estate and had written a book entitled "Philosophy of Life." After the new school was built, the Village board met in the second floor assembly room until the first village hall was acquired in 1903. The village bought the building in 1903 and moved it to the north side of Fleetwood Place just south of the school.

As the advent of automobile transportation further opened up the access to the area, the Village became viewed as a highly desirable location for housing development. A thriving business district developed along Silver Spring Drive in order to support the needs of the growing community. Numerous developers built quality homes in Whitefish Bay neighborhoods, an activity that accelerated until the Great Depression brought development to a temporary halt.

The Whitefish Bay Community

The current community has evolved into a heavily residentially populated community with 94% of its property assessed as residential and the remaining 6% as commercial. The Village provides services through the Clerk/Treasurer, Public Works, Police Department, Inspections, and Library. The Village is a member of the North Shore Fire Department for fire protection, North Shore Water Commission for drinking water purification, and the Milwaukee Metropolitan Sewerage District for wastewater treatment.

The Public Works Department maintains seven parks located throughout the Village, while Milwaukee County maintains one park on Lake Michigan and another on the west

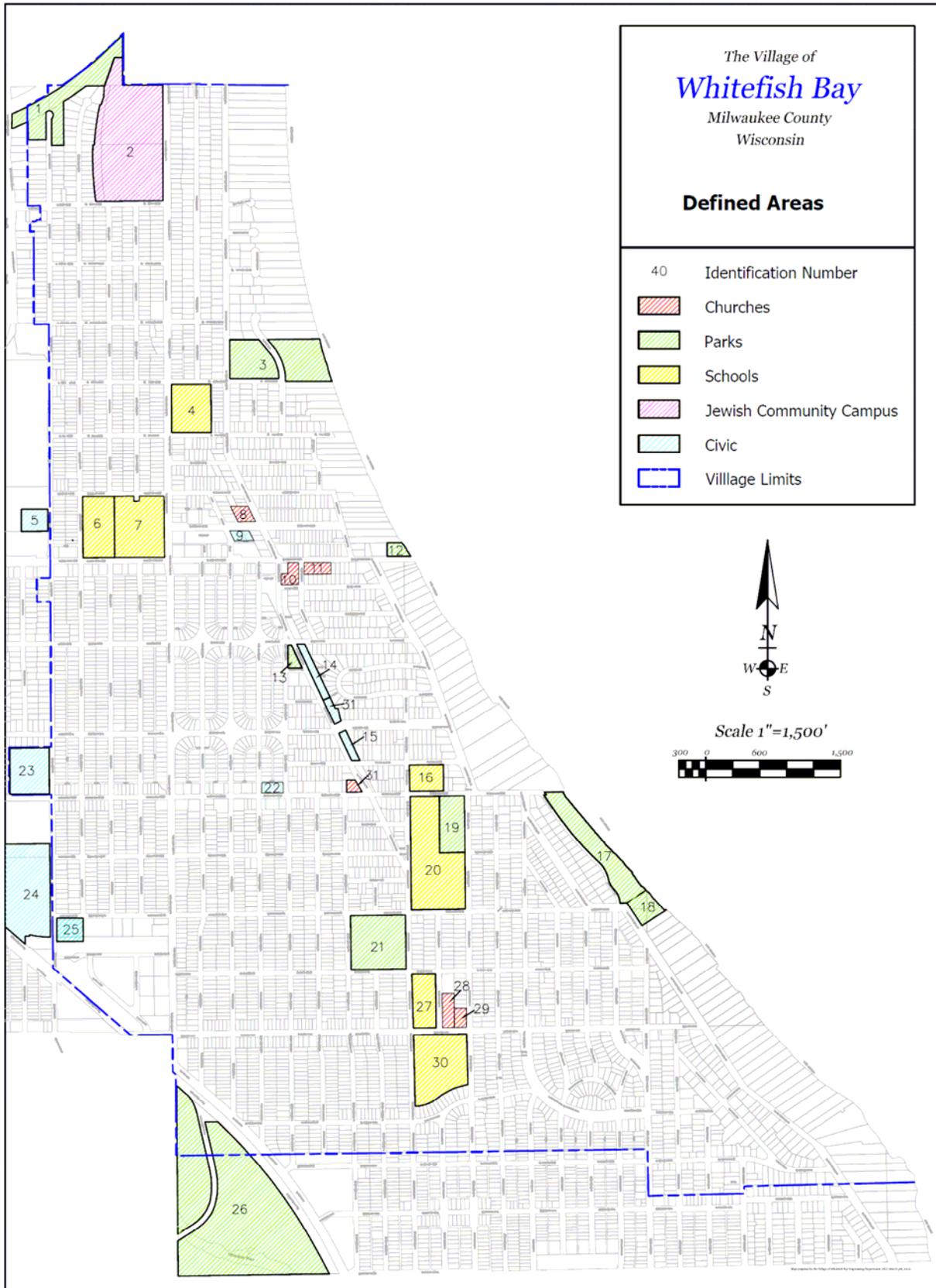
border of the Village. Each park provides for different amenities that allow residents open space for football, softball, baseball, soccer, tennis courts, playground equipment, and other amenities.

The Whitefish Bay School District operates two elementary schools PK-5, a middle school with grades 6-8, a four-year high school, and a recreation department. In addition to the public schools, the area also supports three parochial schools all affiliated with the Roman Catholic Church. Holy Family Parish and St. Monica operate elementary schools, and Dominican High School operates a college preparatory high school. The Milwaukee Jewish Federation also operates the 28-acre Jewish Community Center campus in the northern section of the Village that offers fitness programs, recreation opportunities, and classes for children and adults.

While Whitefish Bay has a very large residential presence, there is also a very defined business district within the heart of the Village to which a majority of Economic Development efforts are focused. The primary businesses within the Village include retail uses (i.e. clothing, jewelry, specialty shops) and service uses (i.e. dentists, lawyers, salons, banks) with no manufacturing or industrial businesses. There is also a small influence of restaurants, coffee shops, and bakeries.

Please see figure 1.4.3 for a map of different defined areas throughout the Village.

Figure 1.4.3 – Defined Areas Map



Defined Areas Map Index

Index	Area	Type	Index	Area	Type
1	Water Tower Park	Parks	17	Big Bay Park (County)	Parks
2	Jewish Community Center	JCC	18	Buckley Park	Parks
3	Klode Park	Parks	19	Armory Park	Parks
4	Richards School	Schools	20	Whitefish Bay High School	Schools
5	Post Office (Glendale)	Civic	21	Cahill Park	Parks
6	Dominican High School (Private)	Schools	22	Whitefish Bay Women's Club	Civic
7	St. Monica's School (Private)	Schools	23	Lydell Community Center	Civic
8	Christ Episcopal Church	Churches	24	Public Works Facility	Civic
9	Masonic Lodge	Civic	25	Fairmount/Lydell Vacant Site	Civic
10	First Church of Christ Scientists	Churches	26	Estabrook Park (County)	Parks
11	United Methodist Church	Churches	27	Holy Family Congregation	Churches
12	Silver Spring Park	Parks	28	Bay Shore Lutheran Church	Churches
13	Schoolhouse Park	Parks	29	Roundy Memorial Baptist Church	Churches
14	Whitefish Bay Library	Civic	30	Cumberland School	Schools
15	Whitefish Bay Village Hall	Civic	31	Divinity-Divine Charity Church	Churches
16	Whitefish Bay Middle School	Schools			

1.5 2005 Community Survey Project

Whitefish Bay completed a community survey project under the general direction of the Long Range Fiscal Planning Committee (LRFPC). As part of the preparation for the survey, the Village Board selected sub-groups of the public that would have particular viewpoints best understood in a small-group setting. In addition to the information gained through facilitated focus group discussions, the Village Board and LRFPC used issues raised to focus questions posed in a community-wide survey. Community survey questions were proposed by Public Management Partners LLP and reviewed by the LRFPC, administrative staff, and the Village Board. 5,602 surveys were bulk-mailed the first week in October of 2005. 827 were returned for a total return rate of 15%.

Focus group participants in general value the beauty and personal safety of Whitefish Bay and its neighborhoods as well as its housing stock. They like the easy accessibility of every-day service providers in the Village as well as the nearness of Milwaukee’s regional arts and sports venues. Many feel that they benefit from Milwaukee’s strength as an economic driver in the Midwest. They show a strong preference for sidewalks and the walk-able nature of a more urban and less suburban community. They appreciate that Whitefish Bay has a strong public school system, that it is near UW-Milwaukee, and that Village services are strong.

Survey results showed high ranking for most quality of life and safety measures in Whitefish Bay. The highest ranked are as follows:

<i>Feeling of Safety</i>	<i>99% very or somewhat safe</i>
<i>Overall Quality of Life</i>	<i>98% excellent or good</i>
<i>Value of Investment</i>	<i>95% excellent or good</i>
<i>Quality of Neighborhood</i>	<i>94% excellent or good</i>
<i>Overall Appearance</i>	<i>93% excellent or good</i>

Focus group participants in general expressed concerns about taxes and the Village's inability to expand its borders to add property value. Many observed that Whitefish Bay would have to "expand up" or "tear down" to increase value and feared new building "monstrosities" that would detract from the Village's sense of place.

Survey results showed 84% feeling that preservation of neighborhood character and existing homes was important or very important.

Many focus group participants were concerned about maintaining quality schools and village services in the face of changes in state financing. However, many were less concerned about taxes than about investing in proper maintenance of public infrastructure and providing appropriate recreational programs and facilities for residents of all ages.

Survey results showed that 72.2% of the 771 respondents favored the current level of services and the taxes necessary to support them. 19.6% favored a reduced level of services and lower taxes.

Survey results confirmed the Village Board's commitment to assure quality, cost-effective municipal services to its residents while, at the same time, controlling the tax levy. When asked how important the Village's investment of tax dollars in quality, cost effective services was for the Village future, the following services received over 90% important or very important ratings:

<i>Public Safety Services</i>	<i>95%</i>
<i>Public Streets and Utility Services</i>	<i>95%</i>
<i>Well-Maintained Residential Property</i>	<i>94%</i>
<i>Garbage & Yard Waste Collection Services</i>	<i>91%</i>
<i>Well-Maintained Commercial Property</i>	<i>90%</i>

Survey results showed a clear majority of residents felt that in proportion to the current levels of service, the current level of taxation was OK for the following:

<i>Waste Collection</i>	<i>83%</i>
<i>Fire and Emergency Medical Services</i>	<i>78%</i>
<i>Police</i>	<i>70%</i>
<i>Parks/Forestry</i>	<i>70%</i>
<i>Public Works/Streets</i>	<i>65%</i>
<i>Public Health</i>	<i>65%</i>
<i>Other Village Expenses</i>	<i>65%</i>
<i>General Services</i>	<i>63%</i>
<i>Library Operations</i>	<i>60%</i>

Survey results showed only 44.5% felt the cost of debt service was OK and 37.4% felt the cost was too high.

Some focus group participants observed that changes in the Bayshore Shopping Center might affect both adjacent residential property owners as well as businesses competitors; some felt this change was good. Some were willing to see “tired, plain Jane” buildings removed on Silver Spring and replaced by up to four story mixed use buildings appropriate for today’s market.

The importance of maintaining commercial property was clear with 90% rating this as important or very important. 85% of respondents felt that a vibrant business district was important or very important. However, only 47% felt that a general public use idea frequently discussed, to have public gathering spaces on Silver Spring Drive was important.

1.6 General Demographic Data

Population

The Village of Whitefish Bay has seen a trend in declining population over the last 40 years (Table 1.6.1). From 1970 to 2000, the population has dropped 18.6% from 17,402 residents to 14,163. This trend is expected to continue over the next 10 to 20 years as projected by the State of Wisconsin. The decline in population is not uncommon for neighboring communities and the region. Each of the four surrounding municipalities including Milwaukee County has experienced some level of decline over the same time frame. However, this is not in line with the rest of the State as it continues to experience substantial growth in other locations.

Table 1.6.1 – Comparable Municipalities Population

Year	Fox Point Pop. % Chg	Glendale Pop. % Chg	Milw City Pop. % Chg	Milw County Pop. % Chg	Shorewood Pop. % Chg	WFB Pop. % Chg	Wisconsin Pop. % Chg
1970 Cen.	7,938	13,426	717,372	1,054,249	15,576	17,402	4,417,821
1980 Cen.	7,649 -3.64%	13,882 3.40%	636,297 -11.30%	964,988 -8.47%	14,327 -8.02%	14,930 -14.21%	4,705,642 6.51%
1990 Cen.	7,238 -5.37%	14,088 1.48%	628,088 -1.29%	959,275 -0.59%	14,116 -1.47%	14,272 -4.41%	4,891,769 3.96%
2000 Cen.	7,012 -3.12%	13,367 -5.12%	596,974 -4.95%	940,164 -1.99%	13,763 -2.50%	14,163 -0.76%	5,363,715 9.65%
2008 Est.	6,816 -2.80%	12,990 -2.82%	590,870 -1.02%	938,490 -0.18%	13,425 -2.46%	13,875 -2.03%	5,675,156 5.81%
2020 Proj.	6,506 -4.55%	12,161 -6.38%	571,564 -3.27%	923,910 -1.55%	12,950 -3.54%	13,441 -3.13%	6,202,810 9.30%
2030 Proj.	6,104 -6.18%	11,317 -6.94%	543,826 -4.85%	891,445 -3.51%	12,275 -5.21%	12,801 -4.76%	6,541,180 5.46%

Source: State of Wisconsin, Department of Administration - Population Estimates and Projections

Household

The Village is primarily a residential community with almost 95% of its assessed value is residential. Its housing units have remained constant for several years within many homes constructed over 50 years ago (Table 1.6.2). The lack of growth in the housing stock for Whitefish Bay and surrounding communities demonstrates the lack of available land for residential development with all communities built out. Additional information can be found in the Housing Element, Chapter 2.

Table 1.6.2 – Comparable Municipalities Housing Units

Municipality	1990	2000	Diff.	% Change
Fox Point	2,948	2,910	-38	-1.29%
Glendale	5,784	5,974	190	3.28%
Milwaukee - City	254,204	249,225	-4,979	-1.96%
Milwaukee - County	390,715	400,093	9,378	2.40%
Shorewood	6,701	6,696	-5	-0.07%
Whitefish Bay	5,546	5,553	7	0.13%
Wisconsin	2,055,774	2,321,144	265,370	12.91%

Source: State of Wisconsin, Department of Administration

Employment Characteristics

The residential properties within the Village are the major supporter of the Village tax base; however, there is a small area of commercial properties that make up the remainder of the Village. The Silver Spring Drive Business District is a highly diverse local downtown commercial area offering mainly unique retail stores and other service industry professionals. These are the primary types of jobs available in the Village with no industry or manufacturing available. The current retail and service mix offered in the Business District has been considered highly desirable with residents and local businesses. This type of use is not expected to change within the district nor is there any expectation to add any manufacturing or industrial type of jobs within the Village.

Residents of the Village are typically employed as managers, professionals, and other related occupations including business and financial occupations. As a bedroom community with numerous employment opportunities in the greater Milwaukee area, it is expected that current occupations of residents will remain as professionals and management with possible an increase in sales and office occupations as well as other service related professions and home occupations. Additional information can be found in the Economic Development element, Chapter 6.

Age Distribution

The median age in the Village of Whitefish Bay is 38.2 years, approximately 4.5 years older than the median age for Milwaukee County and 2.2 years older than the State of Wisconsin. Table 1.6.3 compares the median age and distribution of Whitefish Bay to the surrounding communities, Milwaukee County, and State of Wisconsin.

Table 1.6.3 – Comparable Municipalities Age Distribution and Median Age

Ages	Fox Point		Glendale		Milw City		Milw County		Shorewood		WFB		Wisconsin	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
0-9	875	12.5%	1,287	9.6%	98,100	16.4%	138,394	14.7%	1,470	10.7%	2,307	16.3%	721,824	13.5%
10-19	1,012	14.4%	1,522	11.4%	93,919	15.7%	137,867	14.7%	1,654	12.0%	2,077	14.7%	810,269	15.1%
20-29	400	5.7%	1,158	8.7%	100,841	16.9%	140,874	15.0%	2,081	15.1%	894	6.3%	691,205	12.9%
30-39	802	11.4%	1,573	11.8%	89,138	14.9%	141,845	15.1%	2,110	15.3%	2,232	15.8%	807,510	15.1%
40-49	1,243	17.7%	2,121	15.9%	79,547	13.3%	136,194	14.5%	2,283	16.6%	2,701	19.1%	837,960	15.6%
50-59	941	13.4%	1,773	13.3%	52,468	8.8%	91,801	9.8%	1,702	12.4%	1,801	12.7%	587,355	11.0%
60-69	629	9.0%	1,262	9.4%	34,340	5.8%	61,145	6.5%	953	6.9%	899	6.3%	387,118	7.2%
70-79	712	10.2%	1,503	11.2%	30,762	5.2%	57,156	6.1%	930	6.8%	805	5.7%	319,863	6.0%
80 +	398	5.7%	1,168	8.7%	17,859	3.0%	34,888	3.7%	580	4.2%	447	3.2%	200,571	3.7%
Total	7,012	100.0%	13,367	100.0%	596,974	100.0%	940,164	100.0%	13,763	100.0%	14,163	100.0%	5,363,675	100.0%
Med.	43.5		45.6		30.6		33.7		37.8		38.2		36.0	

Source: US Census Bureau - 2000 Census

Education Levels

Whitefish Bay residents have attained high levels of education with a 41.2% rate of residents over the age of 25 have their bachelors degree combined with an additional 29.8% who have completed a masters, professional, or doctorate degree. This number is exceedingly higher than the State and County as well as the neighboring communities. Table 1.6.4 shows the educational attainment for the population that is 35 years and older for the Village, County, State, and surrounding communities. The Whitefish Bay School District has continued to excel in the education of those in grade, middle, and high school recording high levels of performance.

Table 1.6.4 – Comparable Municipalities Educational Attainment for Population 25 Years and Older

Ages	Fox Point		Glendale		Milw City		Milw County		Shorewood		WFB		Wisconsin	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
Less than 5th Grade	16	0.3%	61	0.6%	8,431	2.4%	10,000	1.7%	55	0.6%	21	0.2%	31,114	0.9%
5th to 8th Grade	44	0.9%	344	3.4%	18,885	5.3%	25,344	4.3%	107	1.1%	23	0.2%	155,011	4.5%
9th to 12th Grade, No Diploma	106	2.2%	687	6.8%	61,631	17.4%	82,070	13.8%	370	3.8%	152	1.6%	332,292	9.6%
High School Grad	474	9.6%	2,021	20.0%	106,575	30.2%	174,794	29.4%	1,203	12.4%	799	8.4%	1,201,813	34.6%
Some College Credit, < 1 year	138	2.8%	494	4.9%	23,347	6.6%	40,706	6.8%	192	2.0%	309	3.2%	252,132	7.3%
>=1 Year of College, No Degree	633	12.9%	1,649	16.3%	49,668	14.1%	84,536	14.2%	1,137	11.7%	1,033	10.8%	463,532	13.3%
Associate Degree	196	4.0%	506	5.0%	20,026	5.7%	36,477	6.1%	533	5.5%	443	4.6%	260,711	7.5%
Bachelor's Degree	1,868	38.0%	2,526	25.0%	43,510	12.3%	93,384	15.7%	3,437	35.4%	3,934	41.2%	530,268	15.3%
Master's Degree	635	12.9%	1,138	11.3%	14,450	4.1%	31,004	5.2%	1,572	16.2%	1,638	17.1%	168,563	4.8%
Professional Degree	672	13.7%	428	4.2%	4,364	1.2%	11,254	1.9%	774	8.0%	904	9.5%	54,005	1.6%
Doctorate Degree	135	2.7%	232	2.3%	2,418	0.7%	4,818	0.8%	318	3.3%	302	3.2%	26,437	0.8%
Total	4,917	100.0%	10,086	100.0%	353,305	100.0%	594,387	100.0%	9,698	100.0%	9,558	100.0%	3,475,878	100.0%

Source: US Census Bureau - 2000 Census

Income Levels

Similar to the high level of educational attainment, Village residents are making more money in their careers with typically higher per capita income and median household income levels than neighboring communities, Milwaukee County, and the State of Wisconsin (Table 1.6.5). This is combined with the low poverty rate that until the 2000 census was very low, and then more than doubled at that time. Additional information on income can be found in the Economic Development element, Chapter 6.

Table 1.6.5 – Comparable Municipalities Income and Poverty Comparison from 1990 and 2000 Census

Municipality	1990 Census (In 1989 Dollars)				2000 Census (In 1999 Dollars)			
	Per Capita Income	Median Household Income	Persons Below Poverty	% of Population	Per Capita Income	Median Household Income	Persons Below Poverty	% of Population
Fox Point	\$ 35,082	\$ 63,035	186	2.6%	\$ 48,469	\$ 80,572	192	2.8%
Glendale	\$ 18,677	\$ 40,602	543	4.1%	\$ 30,328	\$ 55,306	506	4.0%
Milw City	\$ 11,106	\$ 23,627	135,583	22.2%	\$ 16,181	\$ 32,216	123,664	21.4%
Milw County	\$ 13,383	\$ 27,867	148,184	15.9%	\$ 13,939	\$ 38,100	139,747	15.3%
Shorewood	\$ 22,615	\$ 34,417	875	6.3%	\$ 32,950	\$ 47,224	904	6.7%
Whitefish Bay	\$ 27,040	\$ 53,539	164	1.2%	\$ 39,609	\$ 80,755	455	3.2%
Wisconsin	\$ 13,276	\$ 29,442	508,545	10.7%	\$ 21,271	\$ 43,791	451,538	8.7%

Source: State of Wisconsin, Department of Administration

Race

Whitefish Bay's population is 95.1% White, 1.0% African American, 0.1% Native American, 2.6% Asian, and 1.3% other (Table 1.6.6). These ratios are consistent with other north shore communities and the State; however, there are far greater percentages of minorities living in Milwaukee County.

Table 1.6.6 – Comparable Municipalities Race

Race	Fox Point		Glendale		Milw City		Milw County		Shorewood		WFB		Wisconsin	
	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%	Pop.	%
White	6,700	95.6%	11,597	86.8%	298,379	50.0%	616,973	65.6%	12,584	91.4%	13,467	95.1%	4,769,857	88.9%
African American	85	1.2%	1,087	8.1%	222,933	37.3%	231,157	24.6%	332	2.4%	139	1.0%	304,460	5.7%
American Indian	8	0.1%	31	0.2%	5,212	0.9%	6,794	0.7%	32	0.2%	10	0.1%	47,228	0.9%
Asian	150	2.1%	395	3.0%	17,571	2.9%	24,145	2.6%	439	3.2%	366	2.6%	88,763	1.7%
Two or More	54	0.8%	166	1.2%	14,838	2.5%	19,158	2.0%	232	1.7%	126	0.9%	62,793	1.2%
Three or More	1	0.0%	12	0.1%	1,312	0.2%	1,584	0.2%	23	0.2%	10	0.1%	4,102	0.1%
Other	14	0.2%	79	0.6%	36,729	6.2%	40,353	4.3%	121	0.9%	45	0.3%	86,472	1.6%
Total	7,012	100.0%	13,367	100.0%	596,974	100.0%	940,164	100.0%	13,763	100.0%	14,163	100.0%	5,363,675	100.0%

Source: US Census Bureau - 2000 Census

Elections

The Village has eight elected positions: one Village President, six Village Trustees, and one Municipal Judge. The Village President and Trustees make up the seven member Village Board. All employees of the Village are appointed by the Village Manager whom is appointed by the Village Board with the exception that the Police Chief is appointed by the Police Commission and the Library Director is appointed by the Library Board. The Village President, Trustees, and Municipal Judge are elected at-large from the population and are non-partisan. Meetings of the Village Board are held on the first and third Monday of each month with the exception of June, July, and August that have only one meeting on the first Monday of the Month.

The Clerk/Treasurer's Office manages the election locally within the 12 wards in the Village and has polling places at Village Hall, Library, Lydell Community Center, and Cahill Park (Figure 1.6.1). The local primary election is held on the third Tuesday in February, and the local general election is held on the first Tuesday in April in addition to the Federal election dates scheduled as needed in the Fall. Turnout for the April 7, 2009 election was at 28% as compared to the 2008 Presidential Election at 89%.

Figure 1.6.1 – Village Ward Map with Polling Places

