

## Community Description

### A. History

1600's: a Sioux-speaking tribe called the Winnebago inhabits the Green Bay area. Fields of wild rice grew abundantly along the Fox and East Rivers, along with corn, beans, squash and tobacco.

1634: Jean Nicolet becomes the first European explorer to discover the state of Wisconsin. He landed on the shore of Lake Michigan in the Green Bay area where he claimed the area for the King of France and named it "La Baye Verte," meaning Green Bay.

1671: The first documented European settles in the Green Bay area. Pere Claude Allouez, a French Catholic missionary, founded the first permanent mission along the Fox River in the present-day City of De Pere.

1856: the Town of Bellevue is established. Bellevue covers the land east of the Fox River, including present-day Allouez, between the City of Green Bay and the Village of De Pere (which would incorporate the following year).

1874: The Town of Allouez separates from the Town of Bellevue. Shortly afterward Allouez constructed its first public schoolhouse. The first large-scale industrial activity in the new town, brewing and shipbuilding, began by the end of the decade. By the end of the century, a brickyard was also in operation. Spurred by these businesses, agricultural and residential settlement of the town continued.

1920s: residential subdivisions begin to be platted in the town of Allouez. In order to promote further residential development of the then rural town, the Allouez town board established a water department in 1924 to provide public water service.

Mid-20<sup>th</sup> Century: Suburban residential development continues steadily. By 1970, the Town of Allouez reached a population of 13,573. With a limit to available land left for development, a master plan for the town was necessary. Completed by the end of the year, the plan called for controlling the location of commercial development, promoting select multi-family residential development, and recommended the development of more educational and recreational facilities.

1985: To better provide the recommended municipal services and prevent annexation into the Cities of Green Bay and De Pere, the Town of Allouez becomes a village. At that time the population consisted of nearly 15,000 residents.

Since that time, the Village of Allouez has fully developed and solidified its role as one of Green Bay's mature, upper-middle class residential suburbs. Due to the construction of State Highway 172 and its location between the historic centers of Green Bay and De Pere, commercial development has increased along the Webster Avenue and Riverside Drive corridors. As of 2015, the Village had an estimated population of 13,810.



BISHOP'S RESIDENCE



COTTON HOUSE

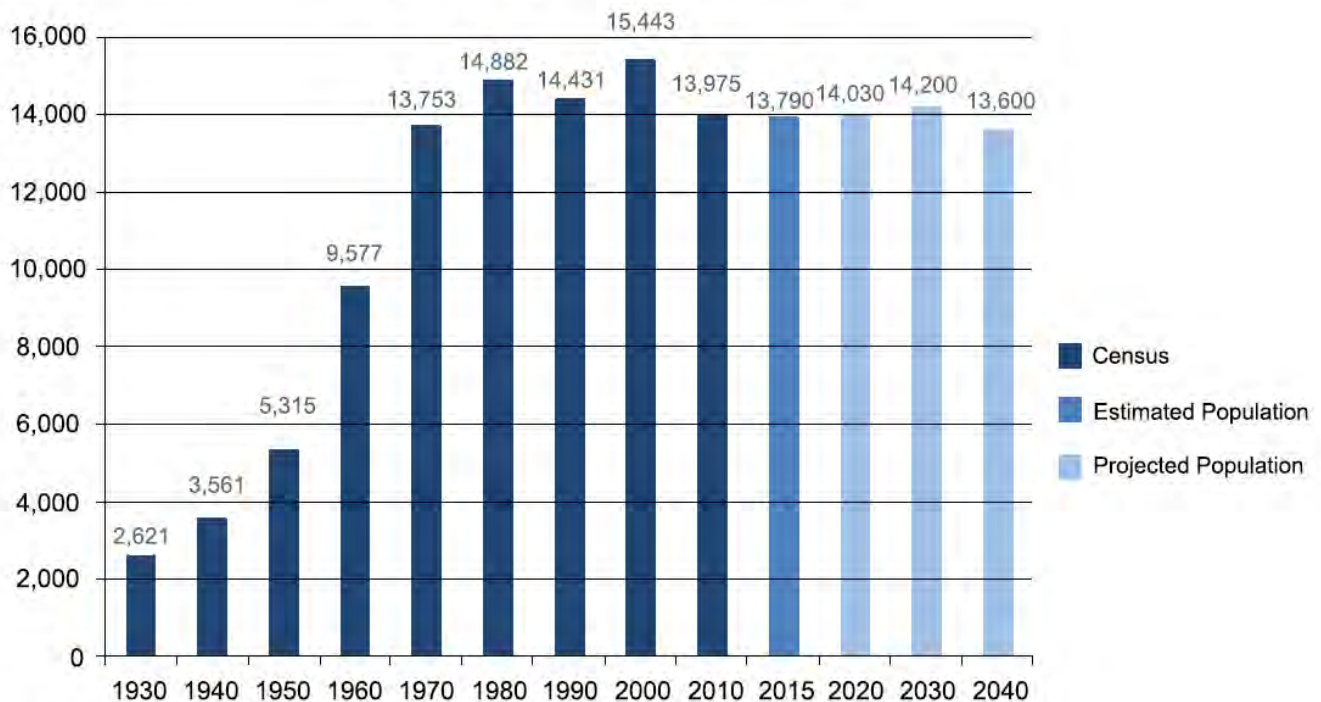
*Historic Houses of Allouez*

## B. Social

### Size and Population Trends

Between 1930 and 2000, the Village of Allouez grew quickly, with the most significant increases in the 1950's and 1960's. After a notable drop between 2000 and 2010, the Allouez population stabilized around the 14,000 mark. According to the 2020 to 2040 population estimates produced by the Wisconsin Department of Administration, the population of the Village is estimated to remain close to 2010 levels for quite some time.

HISTORIC AND PROJECTED POPULATION  
VILLAGE OF ALLOUEX, 1960 - 2040



Numbers taken from the Wisconsin Department of Administration  
<http://www.doa.state.wi.us/Divisions/Intergovernmental-Relations/Demographic-Services-Center/Wisconsin-Population-Projections/>  
 and the US Census Bureau  
<http://quickfacts.census.gov/qfd/states/55/5501150lk.html>

### Age, Gender & Ethnicity

Women made up 48% (and men 52%) of Allouez's 2010 population as compared to 50.4% in the state of Wisconsin.

According to the U.S. Census, the median age of Allouez residents in 2010 was 41.0 years- an increase from 37.6 years in 2000 and 34.8 years in 1990- suggesting that the Village's overall population is aging. This trend is also a growing issue in many other municipalities in Wisconsin and the state as the "Baby Boom" generation continues to age.

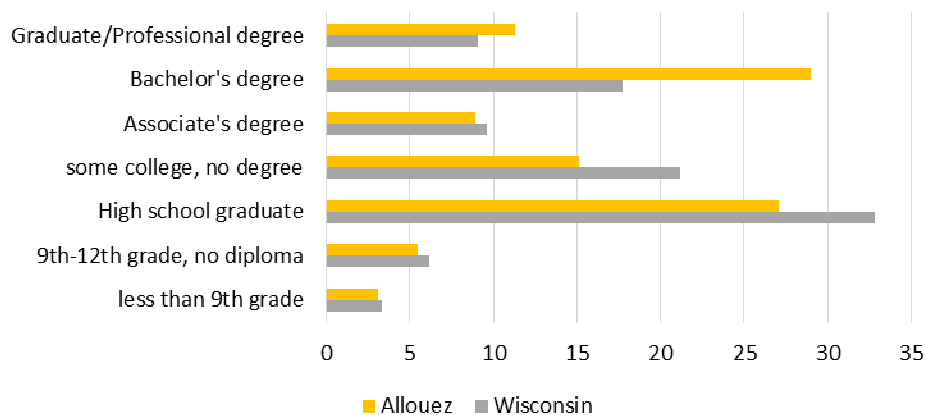
2010 census figures show that persons less than 19 years old made up 22.6% of the population and persons 65 years and older made up 16.7%, leaving 60.7% of the citizens in the workforce age range. The 2010 Census revealed that the number of children under 19 dropped by an average of 17% over the last ten years, while the working age population (20-64 years) dropped 9.3%, and the 64+ age group actually increased by almost 2%, a trend indicating that the Village contains an increasing ratio of older residents who will require special services as they age.

As of 2010, the Village of Allouez was overwhelmingly white at 89.7%, with the remaining population being 5% Black/African American, 2.8% Hispanic, 1.8% Asian, and 1% American Indian.

### Housing, Education, and Income

The 2010 census revealed 5,432 households in Allouez. 3,580 of these were family households and 1,852 were classified as nonfamily households (where unrelated and unmarried occupants, such as roommates share a house). Average household size is 2.35.

**Education Attainments of Population 25 yrs and older**



Allouez citizens tend to be well educated. The percentage of Allouez residents age 25 and older with graduate and bachelor's degrees far exceeds the state average. The relatively high number of college degree recipients helps to explain the Village's high median household income figure in 2010.

According to the Wisconsin Department of Revenue's Division of Research and Analysis, the Village of Allouez's adjusted gross income (AGI) per tax return has been relatively high since 1997. According to the state analysis, the 2010 AGI for the Village of Allouez was \$58,105, which was much higher than the Brown County and Wisconsin AGIs for the same year.

The Village's median household income (\$63,381) also exceeded the Brown County (\$53,353) and State of Wisconsin (\$52,374) median household incomes in 2010.

### **Employment Characteristics and Forecasts**

The US Census Bureau prepares economic data and forecast reports for various municipalities and for the state as a whole. Information in this section is based on *Selected Economic Characteristics: 2009-2013 American Community Survey 5-Year Estimates*.

Between 2010 and 2013, Allouez experienced very slight decreases in the total number of people in the labor force (3%) as well as the number of people employed (4%). During this time, the average household income dropped 1%, while the median household income rose by 3.28%.

The Census also reported that the majority of those in the workforce (26.3%) are employed in the Educational, Healthcare & Social Service sector. The next largest industries are the Retail Trade (13%) followed by Manufacturing (11.6%).

Though small, the fastest growing industries in Allouez are: Arts, Food, Entertainment & Accommodation (2.3%), Public Administration (2.3%), Education, Healthcare & Social Assistance (1.4%), and Finance, and Insurance & Real Estate (1.3%) tying with Professional, Scientific, Management & Administration (1.3%).

## **C. Physical**

### **Location**

Allouez, approximately 5.1 square miles in size, is located near the center of Brown County between the Fox and East Rivers. Major roadways within the village include: State Highway 172 which cuts east-west through the center village, State Highway 57 running north-south along the Fox River, and County Highway X. Allouez is bordered by the City of Green Bay to the north, the Village of Ashwaubenon to the west, the Village of Bellevue on the east, and the City of De Pere on the south.

### **Soil Types**

Primary soil types consist of silt loam, clay loam, silty clay loams, and sandy loams of various types and slopes. Oshkosh silt loam makes up the majority at close to 28% of the village soil and Kewaunee silt loam in various slopes adds up to another 23%.

### **Topography & Water**

The topography in the Village of Allouez, like much of the rest of the state, has been shaped by past glacial action. On the west, the Fox River runs through a glacial depression into Green Bay. While the Fox River has historically suffered from poor water quality, recent cleanup efforts have been relatively successful, leading to a resurgence in fishing, boating, and other recreational opportunities.

A ridge, 50-70 feet above the water level, parallels the Fox River, running north-south through Allouez. Webster Avenue generally follows this ridge and offers scenic views of the surrounding area. On the east side of the Village, the East River flows north and enters the Fox River about 1.5 miles north of Allouez. Once a popular boating and recreational waterway, this large slow moving tributary to the Fox has since lost its popularity due to declining water quality. In 1986 the East River was recognized as a Priority Watershed by the Wisconsin DNR, and expectations are high that it will someday regain its former status.

Since 1972, the Brown County Planning Commission has identified and inventoried the most important water-based natural resource features within the urban and urbanizing portions of the county. Such natural resource features have been termed Environmentally Sensitive Areas (ESA's). These ESA's are comprised of geographic areas of the landscape encompassing especially valuable natural resource features such as lakes, rivers, streams, wetlands, and their associated undeveloped shore lands, flood lands and areas of steep slopes. State and County rules require that these areas not be developed for sewered purposes, and recommend that they be permanently preserved and protected. Such areas encompass approximately 1.0 square mile, or about 20 percent, of the Village. The proportionally large amount of open space along the East River is due to these ESA's. Environmentally Sensitive Areas within the Village are located along both the East and Fox Rivers.

### **Climate, Flora & Fauna**

Allouez has a humid continental climate, consisting of four distinct seasons with some modification due to the Village's proximity to Lake Michigan. Summers are hot and humid while winters are long, cold, and snowy.

The Allouez area was originally covered with white, black, red, and bur oaks, sugar maple, and basswood. According to the WDNR Surface Water Data Viewer, the Village's Omernik ecoregion is "Lake Michigan Lacustrine Clay Plain" and its ecological region is classified as "Central Lake Michigan Coastal".

Allouez still values its trees and the Village of Allouez has been recognized as a Tree City USA community by the Arbor Day Foundation every year since 1996 for its commitment to the community's urban forest. The Village has also received the prestigious Tree City USA Growth Award for demonstrating progress in the community forestry program.

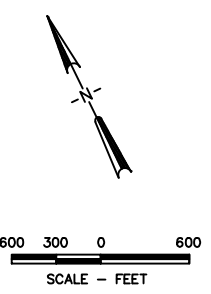
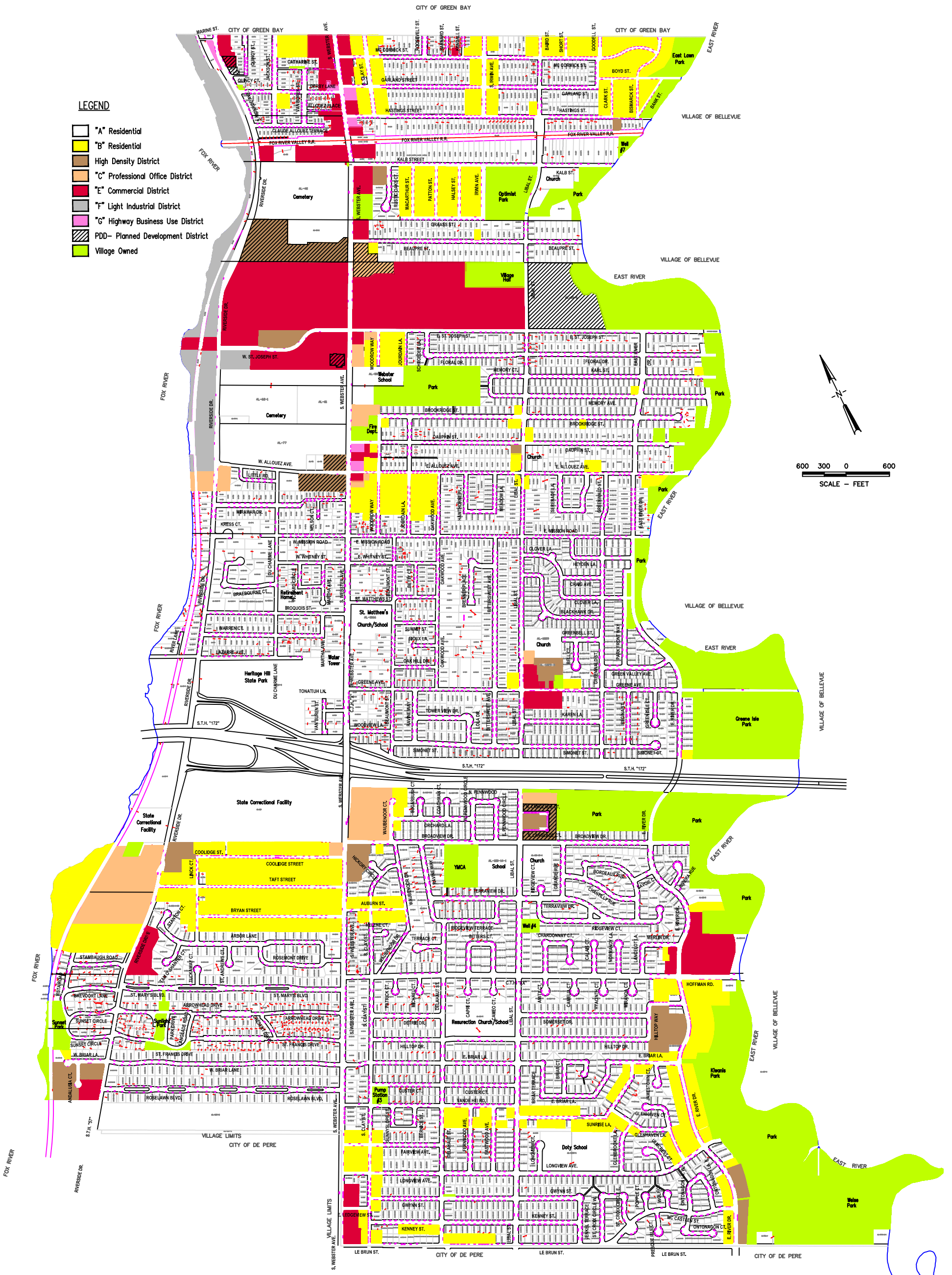
### **Land Use**

The Village of Allouez is almost completely developed. The following zoning map shows current land uses in the Village. The vast majority of the Village is made up of Residential A, Residential B, and High Density designations, further highlighting the need for parks and open spaces within the Village.

# VILLAGE OF ALLOUEZ ZONING MAP 5-2011

## LEGEND

- "A" Residential
- "B" Residential
- High Density District
- "C" Professional Office District
- "E" Commercial District
- "F" Light Industrial District
- "G" Highway Business Use District
- PDD- Planned Development District
- Village Owned



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*Handwritten signature or initials in blue ink.*



D. Spatial

BROWN COUNTY MUNICIPAL BOUNDARIES

