

## HISTORY & LOCATION

Waukesha was first settled in 1834, became the Waukesha County seat in 1847, incorporated as a Village in 1852, and became a City in 1896. The City's "healing" spring waters made it a popular destination for travelers in the late 19th century. The City transitioned into a major manufacturing center in the 20th century. It boasts a thriving downtown and vibrant cultural arts scene. Waukesha has an area of 25.7 square miles and is centrally located in Waukesha County along the Fox River, just south of IH 94 and about 17 miles west of Milwaukee.



CITY OF WAUKESHA

# ECONOMIC PROFILE

## DEMOGRAPHICS

Age Range:

0 to 19: 22.9%

20 to 44: 38.3%

45 to 64: 24.7%

65 and Older: 14.1%

Waukesha Median Age: 36.1

Waukesha County Median Age: 43.3

White: 78.7%

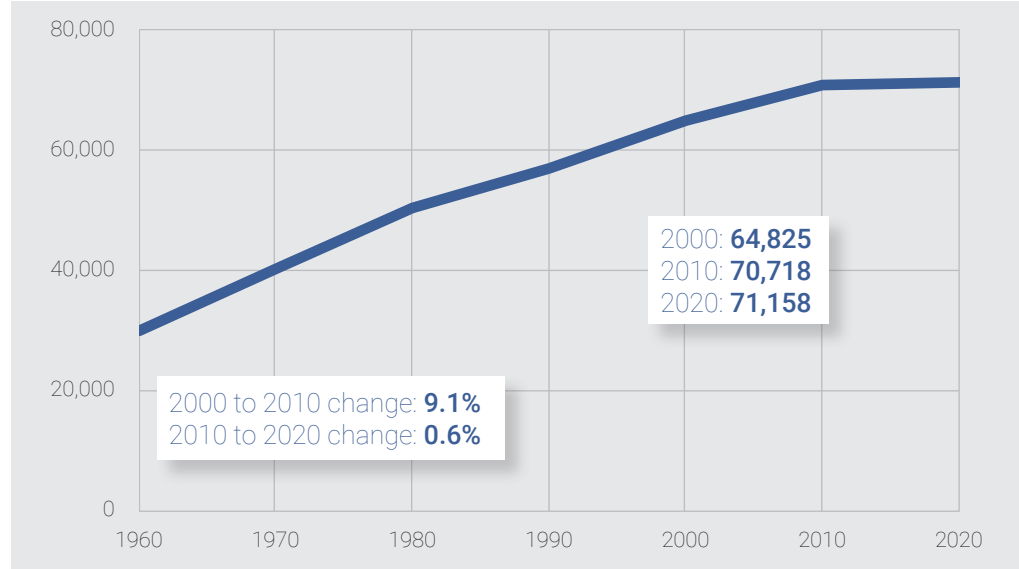
Black: 3.2%

Asian: 3.0%

Other Race: 3.1%

Hispanic: 12.0%

## CENSUS POPULATION



## HOUSING

Total Housing Units: 30,860

Owner Occupied Housing Units:

17,615 (57.0%)

Median Value: \$267,200

Renter Occupied Housing Units:

12,391 (40.2%)

Median Monthly Rent: \$1,115

Vacant Housing Units: 854 (2.8%)

## MEDIAN ANNUAL HOUSEHOLD INCOME

City of Waukesha: \$77,558

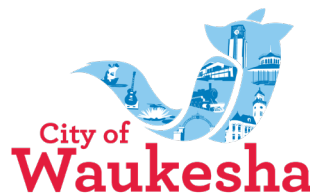
Waukesha County: \$101,639

Southeastern Wisconsin: \$73,300

Wisconsin: \$72,458

United States: \$75,149

## CONTACTS



City of Waukesha  
Community Development  
262.524.3750  
[www.waukesha-wi.gov](http://www.waukesha-wi.gov)



Waukesha County Center for Growth  
262.542.4249 ext. 20  
[www.waukesha.org](http://www.waukesha.org)



Southeastern Wisconsin  
Regional Planning Commission  
262.547.6721  
[www.sewrpc.org](http://www.sewrpc.org)

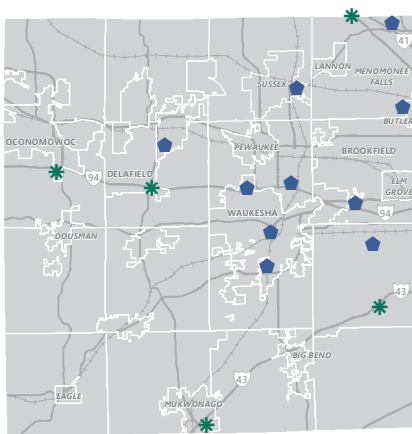
## LABOR FORCE

Residents in the Labor Force: 42,547  
 Unemployment Rate: 2.6%\*

## RESIDENT OCCUPATIONS

Management, Business, Science, and Arts: 43.6%  
 Natural Resources: 6.7%  
 Production, Transportation, and Material Moving: 14.1%  
 Sales and Office: 20.5%  
 Services: 15.1%

## MAJOR EMPLOYMENT CENTERS



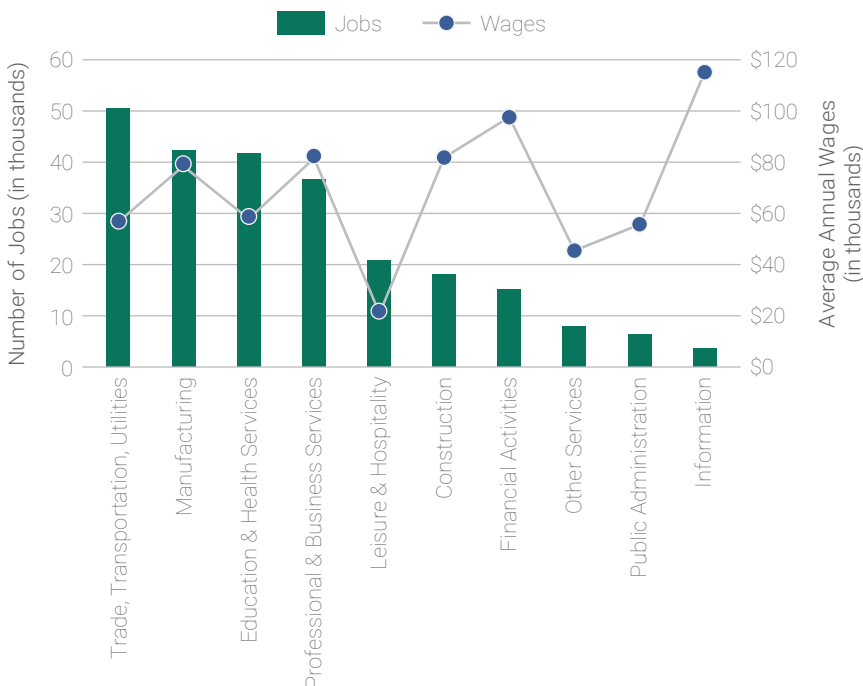
■ EXISTING TO BE RETAINED    
 \* RECOMMENDED BY 2050

## BUSINESS PARKS

There are 11 industrial/office parks located in the City of Waukesha covering over 1,100 acres. And, there's room to grow with 9 sites ready for development and public sewer and water supply capacity.

Business Park Name	Location	Size (acres)	No. of Vacant Parcels
Hillcrest Business Center	Southeast quadrant of STH 164 and Main Street, north of STH 59	75	2
Lincoln Avenue Industrial Area	East and west side of STH 59 between Arcadian Avenue and Ellis Street, east of Frederick Street	235	0
Pebble Creek Industrial Park	Northeast quadrant of Poplar Drive and Badger Drive	67	0
Priedeman Business Center	East of STH 164, north of Main Street, south of USH 18	29	0
Sentry Drive Industrial Area	Between Sentry Drive and Canadian National Railway and between Progress Avenue and College Avenue	192	0
Spring City Business Park	Northwest quadrant of Sentry Drive and Sunset Drive	54	0
Waukesha Corporate Center	South side of STH 59, east of Center Road, west of Canadian National Railway	145	2
Waukesha Airport Industrial Park	Between Northview Road and Moreland Boulevard, west of Waukesha County Expo Center	115	1
Waukesha Industrial Park	Southeast quadrant of Sunset Drive and Prairie Avenue	84	0
Waukesha Industrial Park – South	Southwest quadrant of STH 59 and STH 164	93	0
Westmoreland Industrial Park	East of the W. St. Paul Avenue and MacArthur Road intersection, west of the Fox River	20	3

## WAUKESHA COUNTY JOBS BY INDUSTRY



## MAJOR PRIVATE EMPLOYERS

The largest private employers in the City are in the education, manufacturing, and health care industry sectors.

- ProHeath Care (1,000+)
- GE Healthcare (1,000+)
- Eaton Corporation (1,000+)
- Prolece-GE Waukesha, Inc. (500-999)
- Carroll University (500 - 999)
- Husco International (250-499)
- Metaltek International Inc (250-499)

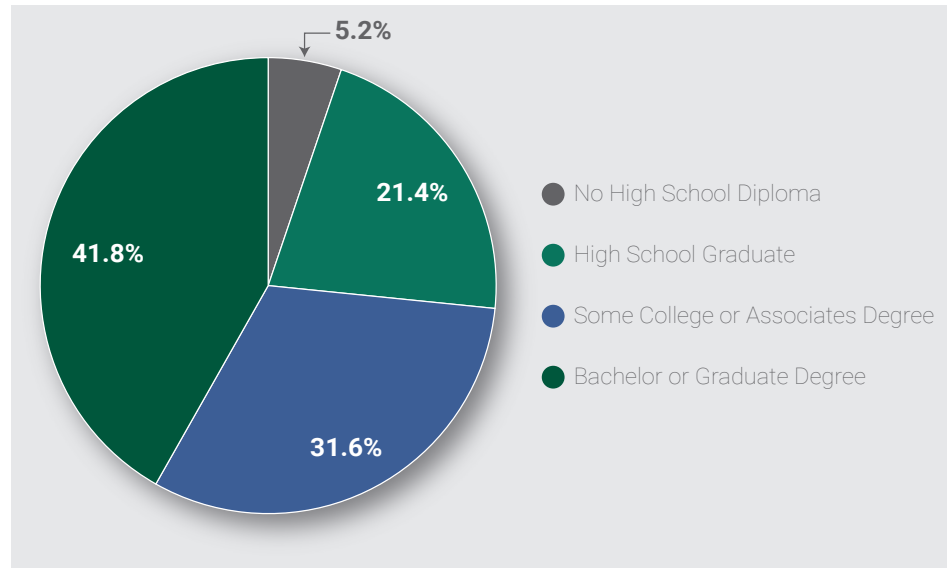
\* Unemployment rate for Waukesha County as of April 2024.

## EDUCATIONAL OPPORTUNITIES

Waukesha is served by the School District of Waukesha, which includes 11 elementary schools, 3 middle schools, and 3 high schools, as well as 5 charter schools for students of all grade levels. The School District of Waukesha offers students innovative educational opportunities such as dual language; science, technology, engineering, and math (STEM); and integrated arts, design, and creativity programs. In addition, the City is served by the Waukesha Public Library System and a number of private schools, including Catholic Memorial High School, ranked one of the top Catholic high schools in the country.

Numerous higher education opportunities are also available to Waukesha residents. Carroll University, the oldest university in Wisconsin, offers undergraduate and graduate programs. In addition, Waukesha County Technical College (WCTC) is located just north of Waukesha in Pewaukee and offers associates degrees, technical diplomas, and short-term

## HIGHEST EDUCATIONAL ATTAINMENT



certificates. Waukesha residents can take advantage of additional higher education opportunities in neighboring Milwaukee County, which is home to 15 colleges and universities, including UW-Milwaukee, Marquette University, and the Milwaukee School of Engineering. Together, these universities offer a wide variety of undergraduate and graduate programs.

### GOVERNMENT

Waukesha is governed by a 15 member Common Council and Mayor, who is the presiding officer of the Common Council. The City has an appointed City Administrator who is responsible to the Council for the overall coordination and direction of the day-to-day operations of City government. The City includes full-time Police and Fire Departments with over 250 sworn and civilian employees to provide emergency services.

### PARKS

The Waukesha Parks, Recreation, and Forestry Department—a National Recreation and Park Association gold medal winner—currently manages 50 parks on nearly 1,147 acres throughout the City. The parks provide a wide range of activities from soccer and tennis, softball and swimming, to biking, hiking, or enjoying the formal gardens. The parks also protect unique natural resources and provide places for the community to gather.

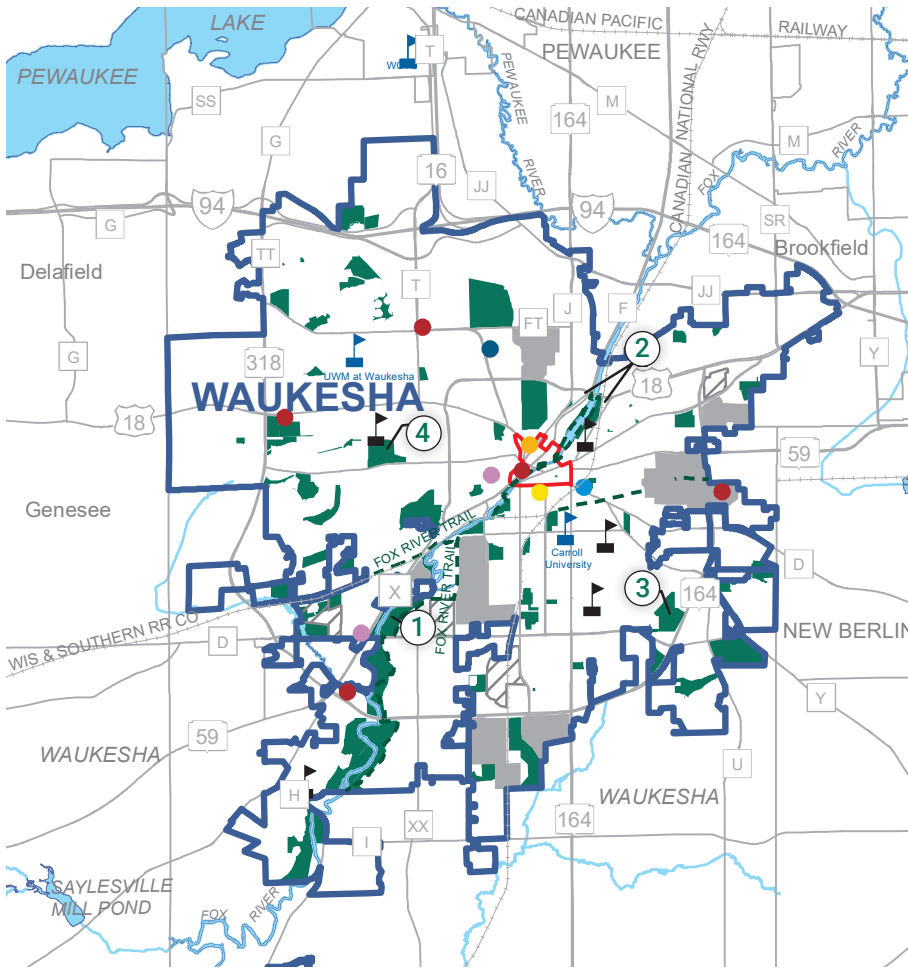
### TAXES

Property tax: \$15.15 per \$1,000 of assessed value  
Sales tax: 5.0%

### HEALTHCARE

Waukesha Memorial Hospital is a 400 bed hospital located in the City of Waukesha. The City is also served by numerous medical clinics and specialty care centers. This includes Ascension Hospital - Waukesha, which provides ER services. In addition, the Milwaukee Regional Medical Center is located in neighboring Milwaukee County.

# CITY OF WAUKESHA ECONOMIC PROFILE MAP: 2024



- Existing Business/Industrial Park (with Lots Available)
- Existing Business/Industrial Park (No Lots Available)
- Public and Private High Schools
- University and Technical College
- Downtown Area
- City Hall
- Post Office
- Police Station
- Library
- Fire Station
- Hospital
- Park and Open Space Sites
- Existing Bike Trail

### PARKS

The City of Waukesha park system has 50 park areas, including their 4 largest community parks:

- ① Fox River Sanctuary
- ② Frame Park
- ③ Heyer Park
- ④ Lowell Park

[www.waukesha-wi.gov/government/departments/parks.php](http://www.waukesha-wi.gov/government/departments/parks.php)

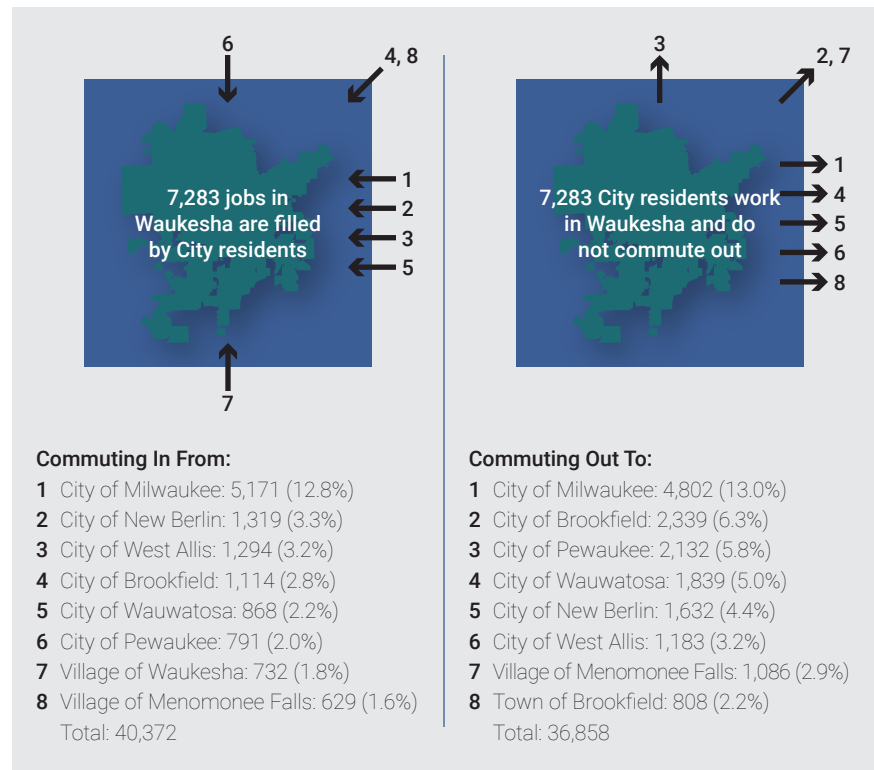
## TRANSIT

Public transit routes originate from the Downtown Transit Center and serve neighborhoods throughout the City as well as the WCTC campus in Pewaukee and the Bluemound Road Corridor in Brookfield, where riders can transfer to the Milwaukee County Transit System's CONNECT 1 at the Milwaukee Regional Medical Center. Commuter bus service is available to Milwaukee, where riders can connect to numerous destinations by bus, rail, and air. Residents and employers can find transportation alternatives through CommuteWISE, which provides commute options, including a workplace ridematching feature.

## TRAVEL TIMES

- To Downtown Milwaukee: 22 Minutes
- To Downtown Madison: 66 Minutes
- To Milwaukee Mitchell International Airport: 27 Minutes
- To Intermodal Station: 22 Minutes

## COMMUTING PATTERNS



Sources include: U.S. Census Bureau American Community Survey: 2018-2022, Wisconsin Departments of Public Instruction and Revenue, and SEWRPC