

HISTORY & LOCATION

Waukesha was first settled in 1834, became the Waukesha County seat in 1847, and was permanently incorporated in 1852. 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: 24.3%

20 to 44: 37.5%

45 to 64: 24.6%

65 and Older: 13.6%

Waukesha Median Age: 36.1

Waukesha County Median Age: 43.2

White: 75.1%

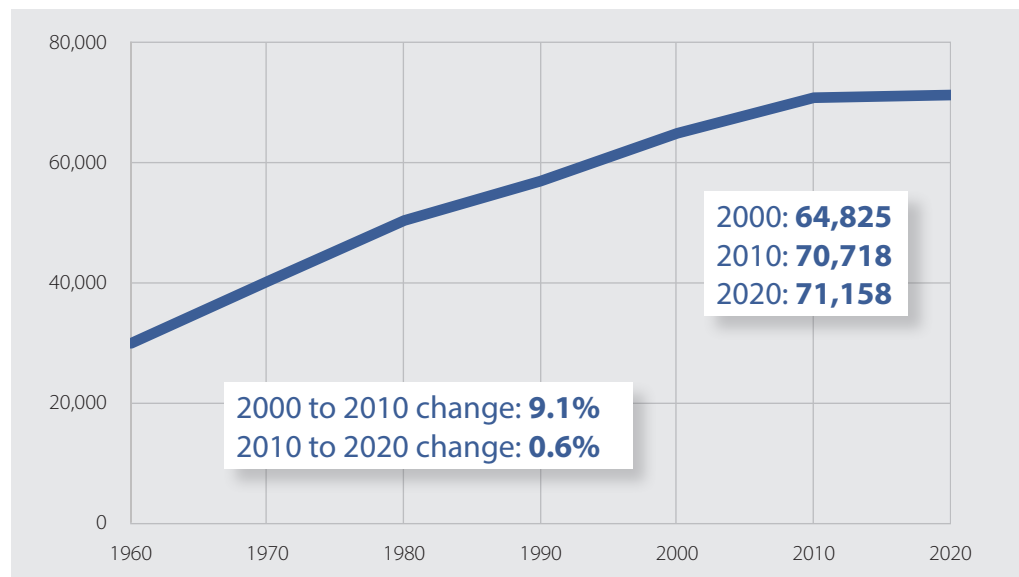
Black: 3.4%

Asian: 3.3%

Other Race: 4.2%

Hispanic: 14.0%

CENSUS POPULATION



HOUSING

Total Housing Units: 30,572

Owner Occupied Housing Units:

17,077 (55.9%)

Median Value: \$212,700

Renter Occupied Housing Units:

12,329 (40.3%)

Median Monthly Rent: \$944

Vacant Housing Units: 1,166 (3.8%)

MEDIAN ANNUAL HOUSEHOLD INCOME

City of Waukesha: \$65,260

Waukesha County: \$87,277

Southeastern Wisconsin: \$62,800

Wisconsin: \$61,747

United States: \$62,843

CONTACTS



City of Waukesha
Community Development

262-524-3750

www.waukesha-wi.gov



Waukesha County Center for Growth

262-409-2643

www.waukeshagrowth.org



Southeastern Wisconsin
Regional Planning Commission

262-547-6721

www.sewrpc.org

LABOR FORCE

Residents in the Labor Force: 42,521

Unemployment Rate: 2.6%*

RESIDENT OCCUPATIONS

Management, Business, Science, and Arts: 41.1%

Natural Resources: 5.9%

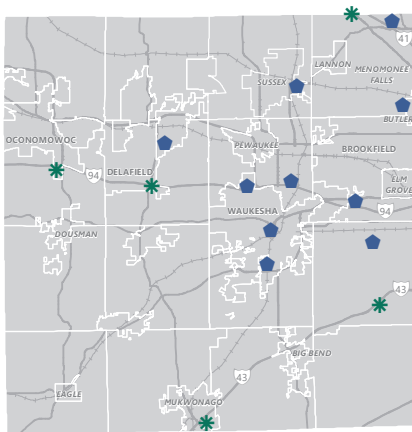
Production, Transportation, and

Material Moving: 14.4%

Sales and Office: 22.6%

Services: 16.0%

MAJOR EMPLOYMENT CENTERS



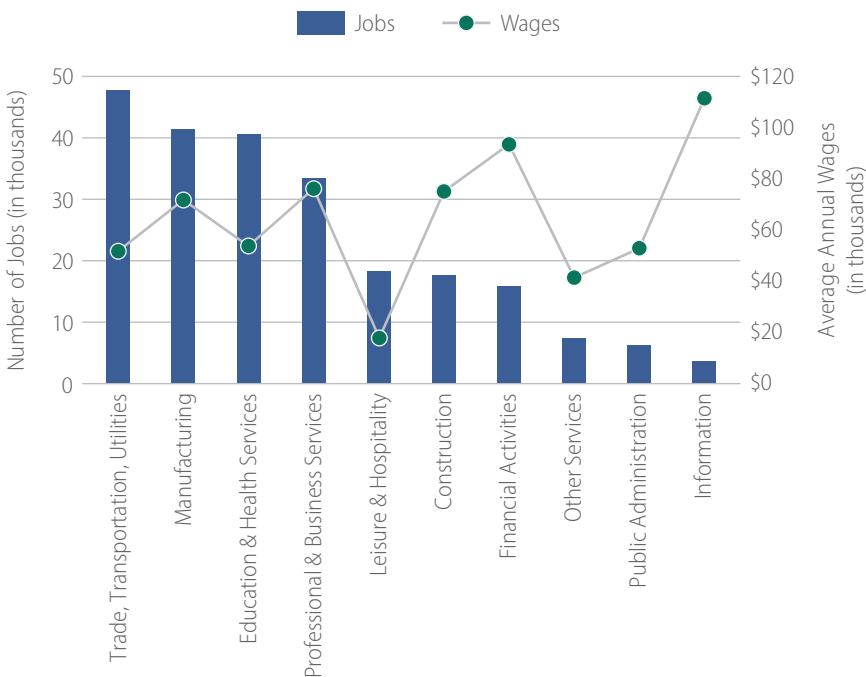
■ EXISTING TO BE RETAINED
 ★ RECOMMENDED BY 2020

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 almost 20 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	2
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	2
Spring City Business Park	Northwest quadrant of Sentry Drive and Sunset Drive	54	3
Waukesha Corporate Center	South side of STH 59, east of Center Road, west of Canadian National Railway	145	3
Waukesha Airport Industrial Park	Between Northview Road and Moreland Boulevard, west of Waukesha County Expo Center	115	2
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	1
Westmoreland Industrial Park	East of the Genesee Road and MacArthur Road intersection, west of the Fox River	20	1

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.

ProHealth Waukesha

Memorial Hospital (1,000 or more)

Husco International (500 - 999)

Eaton Cooper Power Systems (500 - 999)

Carroll University (500 - 999)

SPX Transformer Solutions (500 - 999)

Metal Tek International (500 - 999)

GE Healthcare (250 - 499)

YMCA (250 - 499)

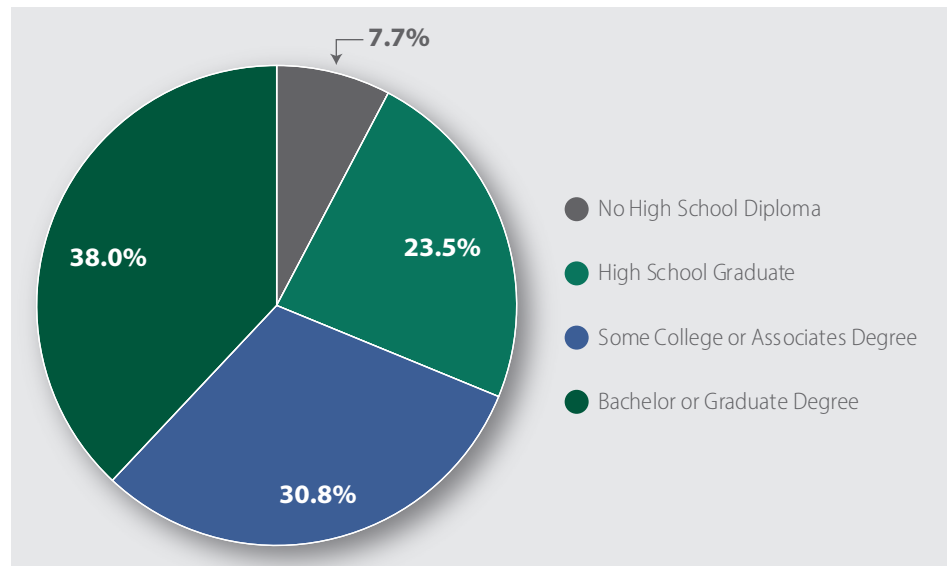
* Unemployment rate for Waukesha County as of March 2022.

EDUCATIONAL OPPORTUNITIES

Waukesha is served by the School District of Waukesha, which includes 10 elementary schools, 3 middle schools, and 3 high schools, as well as 6 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, and UWM at Waukesha—a two-year campus affiliated with UW-Milwaukee—is also located in Waukesha. In addition, Waukesha County Technical College (WCTC)

HIGHEST EDUCATIONAL ATTAINMENT



is located just north of Waukesha in Pewaukee and offers associates degrees, technical diplomas, and short-term 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. Administrative responsibility is shared by the Mayor and City Administrator appointed by the Mayor and Common Council 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.

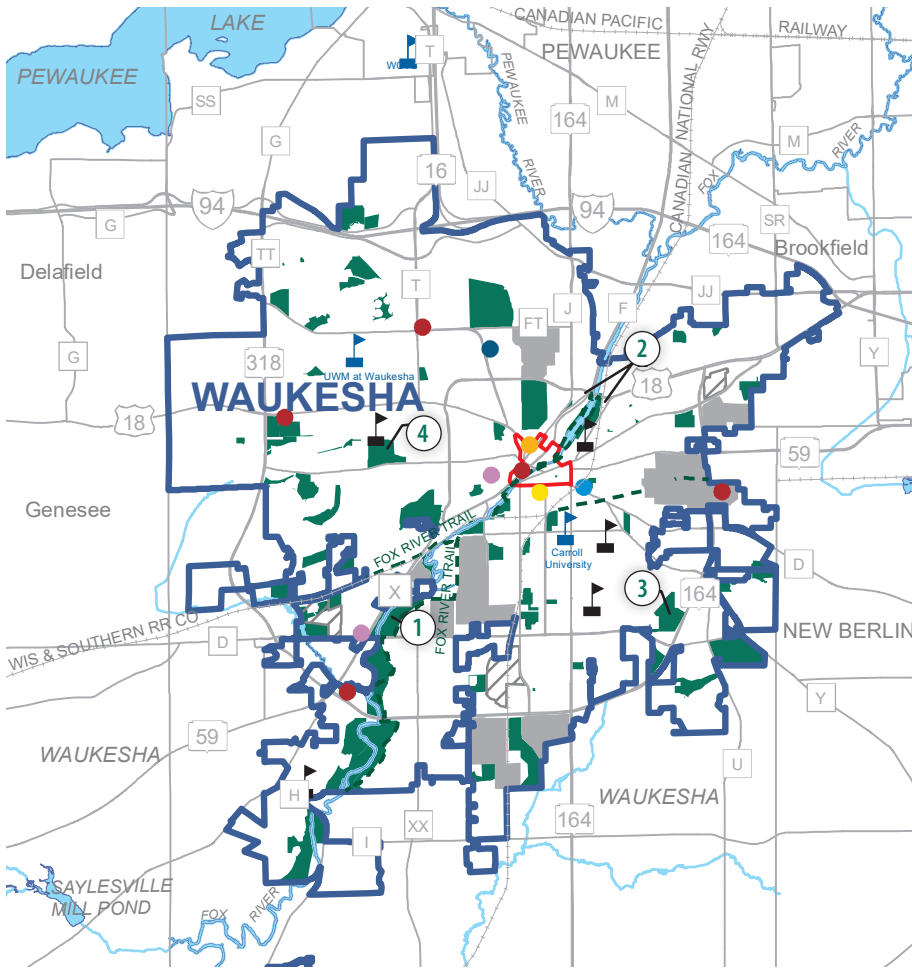
TAXES

Property tax: \$18.80 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. In addition, the Milwaukee Regional Medical Center is located in neighboring Milwaukee County.

CITY OF WAUKESHA ECONOMIC PROFILE MAP: 2022



- 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

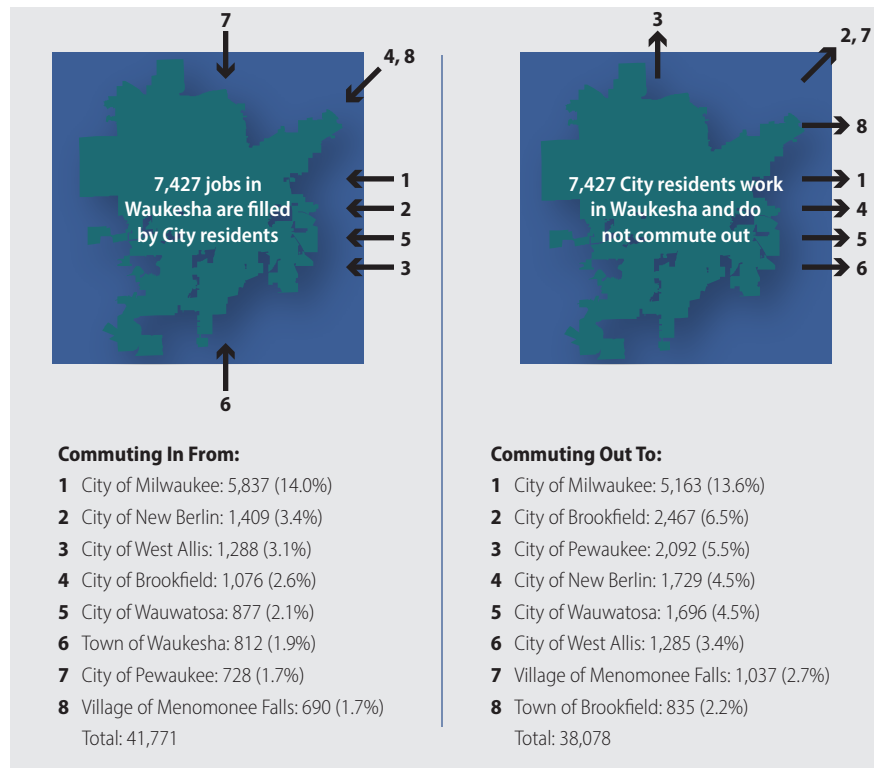
COMMUTING PATTERNS

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 at Brookfield Square Shopping Center. Commuter bus service is available to Milwaukee, where riders can connect to numerous destinations by bus, rail, and air.

TRAVEL TIMES

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



Sources include: U.S. Census Bureau American Community Survey: 2015-2019, Wisconsin Departments of Public Instruction and Revenue, and SEWRPC