

## Chapter 3 - Population (Draft 2)

In order to provide a basis for predicting future growth needs and estimating residential and non-residential land use and infrastructure requirements, it is important that the physical characteristics of a population are analyzed. An understanding of historic and existing population conditions provides the background for future population projections. Sound population projections then inform predictions of the future need for housing, community facilities, infrastructure, and other types of services and development, the details of which will be the subject of subsequent chapters.

Using data from the U.S. Census Bureau and the Hampton Roads Planning District Commission (HRPDC), this chapter examines the City of Williamsburg's population in detail by looking at the total population of City, as well as various aspects within the total population. The most recent population estimates, population growth trends, regarding gender, age groups, racial and ethnic identification, and household composition will be examined. In order to understand the dynamics affecting growth and development within the City of Williamsburg, this chapter will also examine regional population trends.

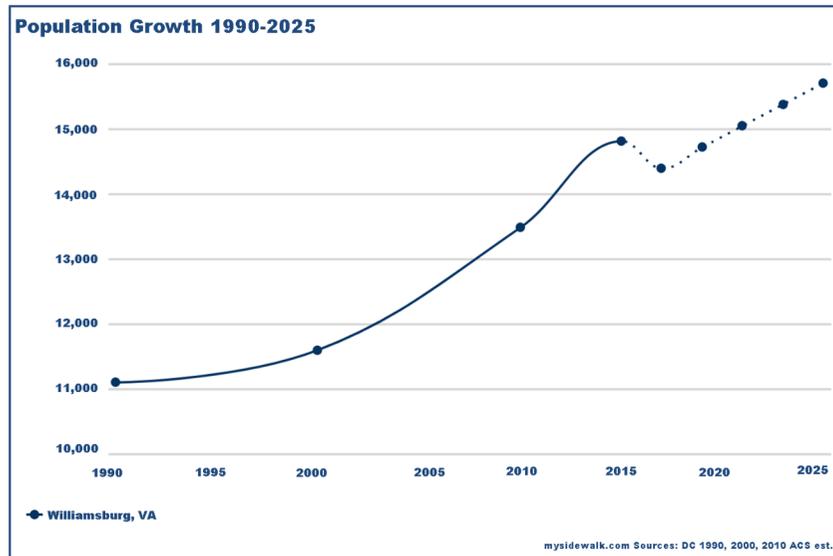


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## WILLIAMSBURG POPULATION

As reported in the 2010 Census, Williamsburg’s population is 14,067, an increase of 2,070 from the 2000 Census. The Weldon Cooper Center estimates Williamsburg’s population at 15,404 in 2017. Over the last 50 years, the total population of City of Williamsburg has increased at varying rates from decade to decade; the average growth per decade is 13.5%. From 1960-1990 the City’s population grew quickly due to annexing portions of James City County and York County.

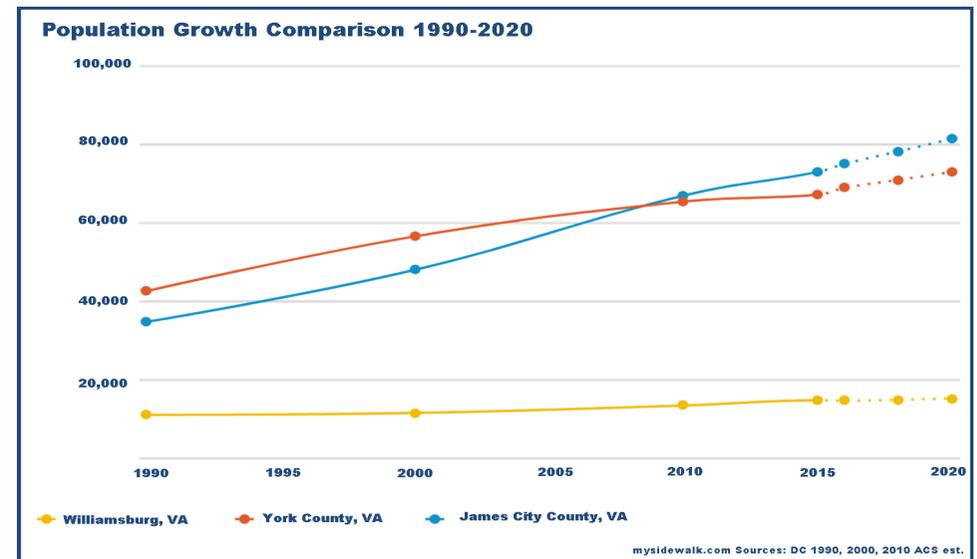
Figure 3-1 (As of 2010 Census)



The current census indicates that between 2000 and 2010 the City has experienced an increase of 17.3%, which is the highest population increase since the 1970s.

Population figures when compared across the two other local jurisdictions show a positive trend with Williamsburg being the most gradual. This trend is consistent with past growth in the area.

Figure 3-2 (As of 2010 Census)



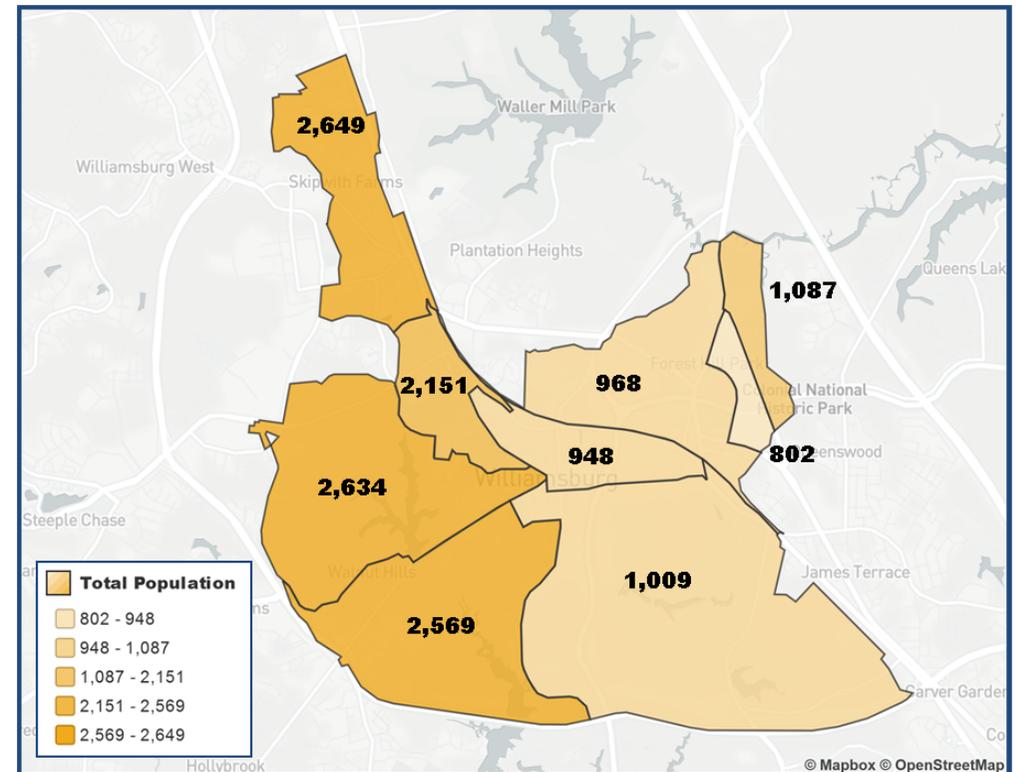
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The most densely populated areas of the City are neighborhoods adjacent to the College, those west of the Colonial Parkway including South Henry Street and the northern neighborhoods of the City off Richmond Road. The approved residential development at Midtown Row and High Street should continue this trend of growth, with more growth expected in the Quarterpath at Riverside area.

**Table 3-1**

Midtown Row Apartments	240 Units
High Street Apartments & Townhomes (completed as of 04/2019)	207 Units
High Street Apartments (under construction as of 04/2019)	329 Units
Riverside Apartments & Townhomes (completed as of 04/2019)	291 Units
Riverside Apartments & Townhomes (planned or under construction as of 04/2019)	1176 Units

**Map 3-1 (As of 2010 Census)**



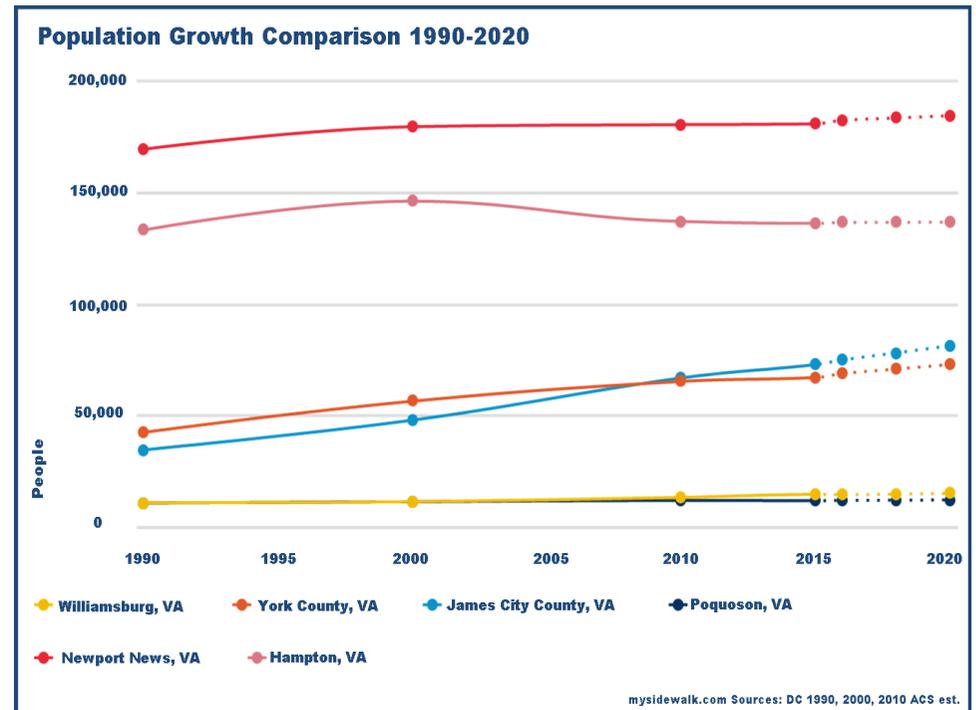
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### REGIONAL POPULATION

Williamsburg is located on the Peninsula of Virginia in the center of the Historic Triangle which also includes James City County and a portion of York County. Figure 3-3 shows that the Peninsula's population grew at a rate of 4.8% from 2000 to 2010; however this rate is below the national average of 9.7% for the same period. The cities of Hampton and Newport News dominate the lower end of the Peninsula, and approximately 67% of the population lives there. Although Williamsburg showed a slower rate of growth relative to the other localities, total population growth was approximately 49% over the fifty-year period.

Williamsburg is influenced to a substantial degree by James City and York Counties, the two rapidly growing predominantly suburban counties that surround the city. Together the three localities comprise a region that more than tripled its population during the fifty-year period from 1960 to 2010, from 39,954 in 1960 to 146,541 in 2010. In the ten-year period from 2000 to 2010, the Williamsburg region experienced a growth rate of 26% (see figure 3-1).

Figure 3-3 (As of 2010 Census)

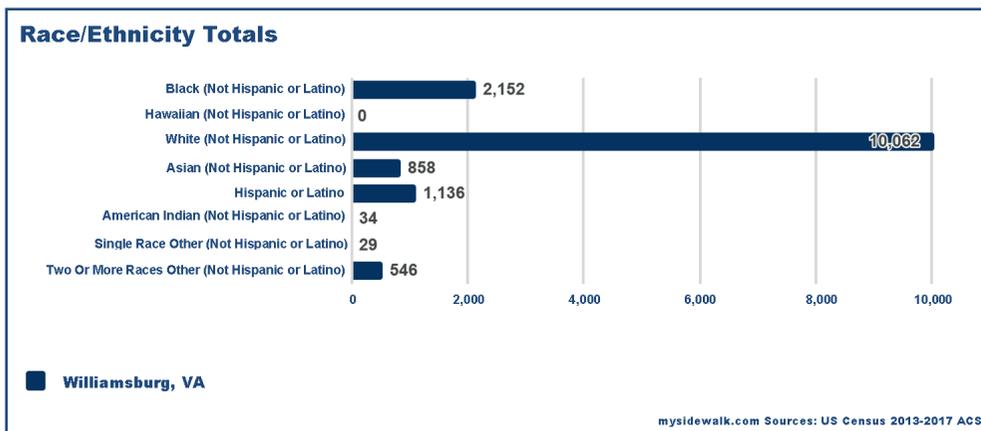


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### POPULATION BY RACE

The racial composition of the Williamsburg population has been fairly stable and comparable with the Williamsburg region. Figure 3-4 illustrates Williamsburg's racial and ethnic population totals. Other localities in the Williamsburg region have similar racial mixes.

Figure 3-4 (As of 2013-2017 ACS)

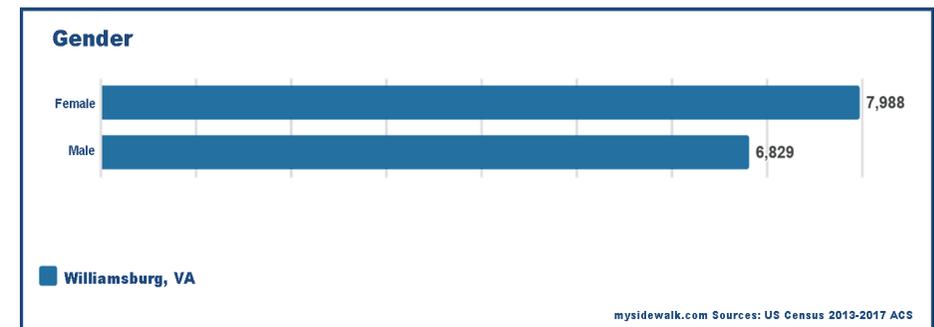


### POPULATION BY GENDER

According to the 2013-2017 ACS, the population of Williamsburg is 54% female, compared to males which comprise 46%, of the total population (see figure 3-5).

Females comprise a higher proportion of the population in Williamsburg than they do in the region or the state, where they make up 51% of the population. The increasingly higher number of female residents in the City can be attributed in part to higher proportions of college age and elderly residents. The College of William and Mary reports the Class of 2022 is 58% female and 42% male.

Figure 3-5 (As of 2013-2017 ACS)



### POPULATION BY AGE

Williamsburg's population can be analyzed by breaking it into five different generations (see Table 3-2). The largest of these are Millennials, due to the college population.

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Baby Boomer's and Matures make up the second largest population group, with Generation X and Generation Z very close in size (see Figure 3-6).

**Table 3-2**

Generation Name	Birth Year Range
Matures	Before 1945
Baby Boomers	1946 - 1964
Generation X	1965 - 1980
Millennials	1981 - 1996
Generation Z	1997 - Present

**Figure 3-6 (As of 2013-2017 ACS)**

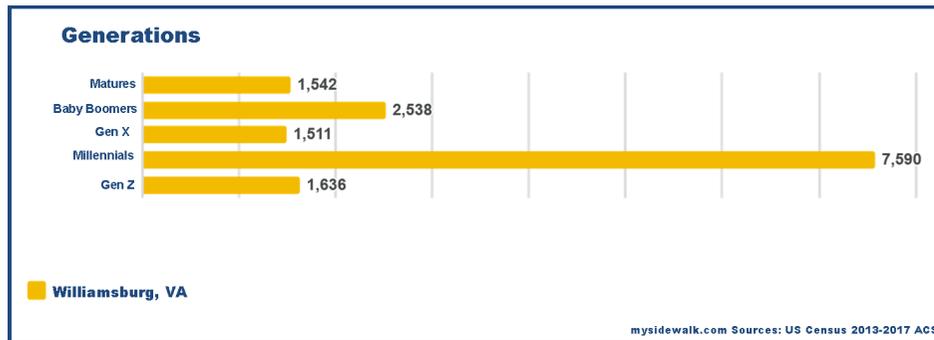
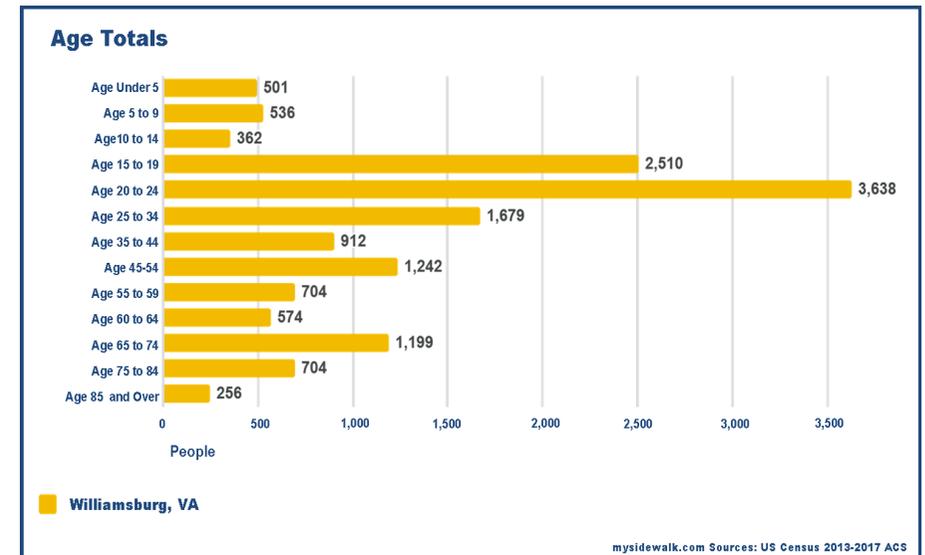


Figure 3-7 shows a more detailed breakdown of the population in five increments. This shows a trend for

increases in the older age groups, particularly in the 60-75 year range. This indicates that the City's population is getting older, as it is all over the country, because of the aging of the Baby Boomer generation born between 1946 and 1964. It also illustrates the attraction of Williamsburg and the Historic Triangle as a retirement destination. This continuing trend will have an impact on the City in future years.

**Figure 3-7 (As of 2013-2017 ACS)**

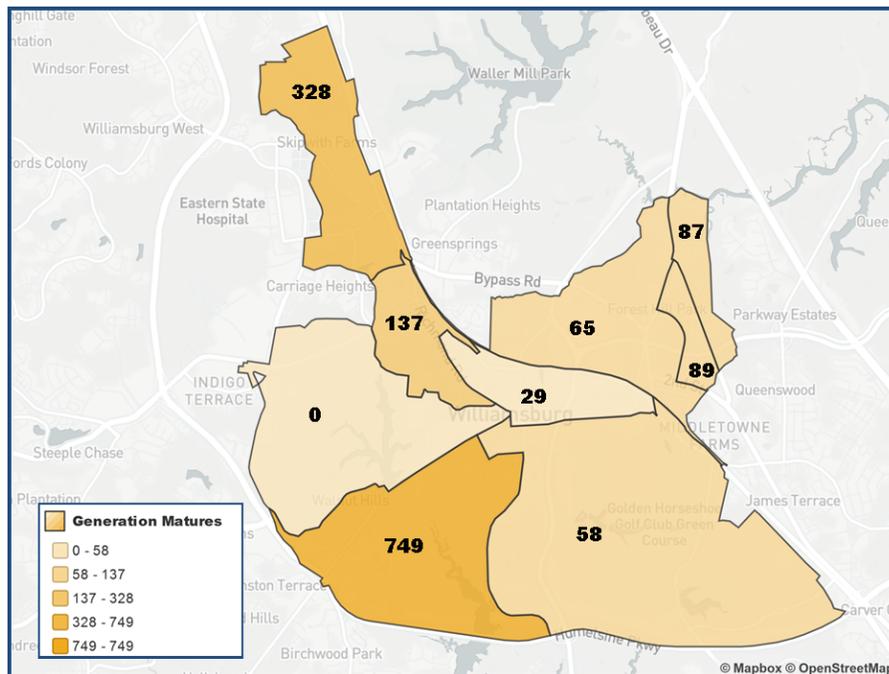


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The 2,159 persons in the City who are 65 or older make up more than 15% of the City's population. This proportion of permanent residents over the age of 65 is significantly higher in Williamsburg than in the surrounding region.

Map 3-2 helps to graphically locate the number of Generation Matures. This map indicates they are located in Single-Family Residential neighborhoods.

**Map 3-2 (As of 2013-2017 ACS)**

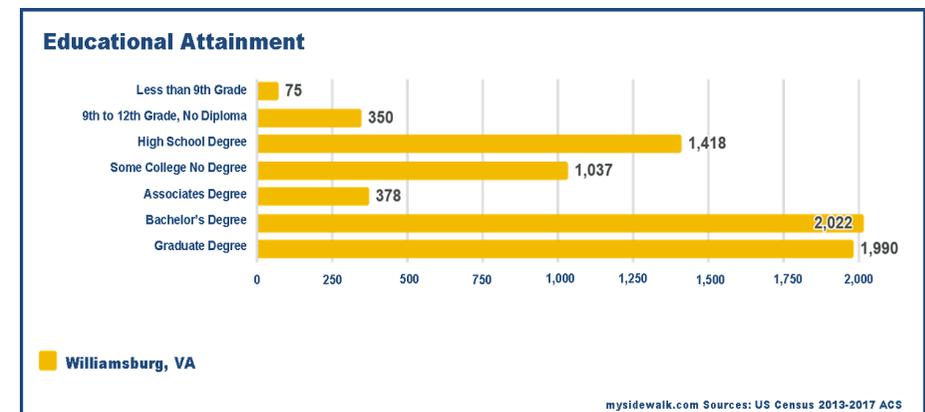


## SCHOOL ENROLLMENT AND EDUCATIONAL ATTAINMENT

According to the 2013-2017 U.S. Census American Community Survey, Williamsburg's population is highly educated. Approximately 94% of the population twenty-five and over has at least a high school diploma. Additionally, approximately 55% of the population twenty-five and over have bachelor's degrees or above, up from 45% in the 2006-2010 ACS.

In Williamsburg, approximately 14% of the population enrolled in school are in grades K-12, compared with 67% in James City County and 69% in York County according to the 2013-2017 U.S. Census American Community Survey.

**Figure 3-8 (As of 2013-2017 ACS)**

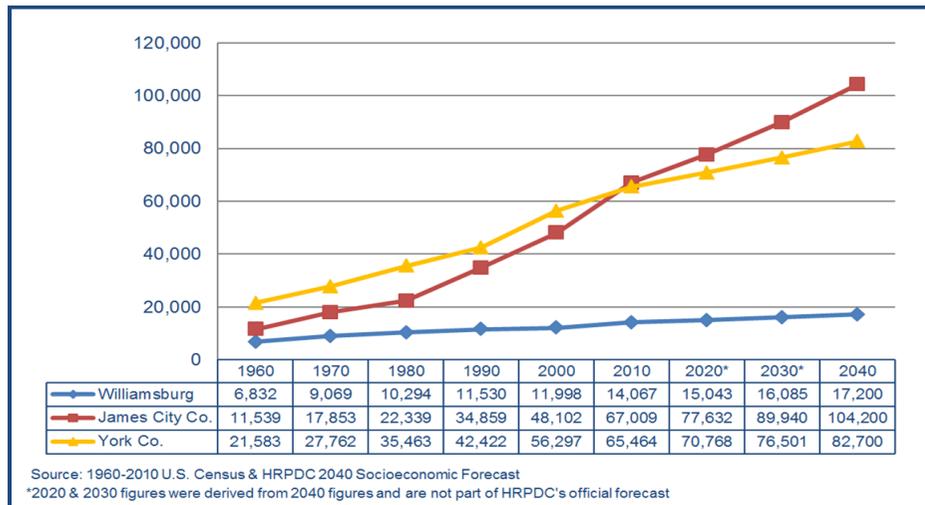


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### POPULATION GROWTH

Based on the Hampton Roads Planning District Commission (HRPDC) population projections the City of Williamsburg population is forecast to reach 17,200 persons by the year 2040 - nearly 3,132 people more than the City's 2010 population base of 14,067 persons. This growth is based on an assumed growth rate of 0.67 percent per year throughout the thirty year period. Figure 3-8 shows the City's population from 1960 to 2010 and between each U.S Census decennial population an annual growth rate was calculated to form an estimated population. This figure also shows the HRPDC forecast population for Williamsburg from 2010 to 2040.

**Figure 3-9 (HRPDC Data)**



According to the HRPDC forecast, the Peninsula's population is projected to grow by a total of 13% between 2010 and 2040. James City County is projected to be the fastest growing locality on the Peninsula with a total growth of 56% between 2010 and 2040. In 2040, James City County is projected to remain the most populous locality in the Williamsburg region with an estimated population of 104,200. York County is expected to grow about 26% over the same period, and is expected to have a total projected population of 82,700 by 2040. Although their projected growth rates exceed the rest of the Peninsula, both James City and York Counties are expected to experience slower growth than that seen in the fifty years from 1960 to 2010.

Williamsburg's population experienced a 22% growth between 1990 and 2010, increasing from 11,530 to 14,067. Based on the Hampton Roads Planning District Commission's regional population projections, the City's population growth is expected to continue at the same rate of 22% between 2010 and 2040, reaching a population of 17,200 in 2040. However, during the 2010 to 2040 period, James City County's rate of population growth is expected to decrease from 92% to 56%, and the rate of York County's growth to decrease from 54% to 26%.