



STATE OF THE DOWNTOWN REPORT

APRIL 2012

CITY OF KENOSHA, WISCONSIN

DOWNTOWN STRATEGIC DEVELOPMENT PLAN

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KENOSHA DOWNTOWN STRATEGIC DEVELOPMENT PLAN: STATE OF THE DOWNTOWN

CITY OF KENOSHA, WISCONSIN

1: INTRODUCTION	
Plan Mission	06
Planning Process	07
Plan Purpose	08
2: LAND USE AND PHYSICAL CONDITIONS	
Overview	10
Land Use	14
Existing Zoning	18
Physical Conditions	25
Vacant Buildings and Sites	26
Roadways/Streetscape	28
Historic Resources	30
National Register of Historic Places	34
Landmark Properties	35
Historic Resource Surveys and Inventories	35
Historic Preservation Code	35
3: PARKING AND TRANSPORTATION	
Introduction	38
Downtown Access and Gateways	39
Complete Streets	42
Pedestrian Network	42
Bicycle Network	48
Transit Network	50
Automobile Network	56
Parking	58
Conclusions	61
4: MARKET ANALYSIS	
Kenosha's Demographics	64
Kenosha's Economy	68
Major Employers	70
Office Worker Spending	70
Retail Market Overview	71
Visitors	77
Residential Market	79
5: SETTING A COURSE	
Public Input Summary	86
Preliminary Implementation Strategy	95
Catalytic Sites and Projects	97
Branding and Marketing	100
Organizational Development	101
Funding	102
6: APPENDICES	
Visual Preference Survey Results	A2
Community Survey Summary	A34
Kenosha Workshop "Big Idea" Responses	A51



INTRODUCTION

SECTION 1

INTRODUCTION

PLANNING MISSION

In January of 2012, the Kenosha Area Business Alliance (KABA) and the City of Kenosha engaged The Lakota Group (planning and design), Goodman Williams Group (market and economic analysis) and T.Y. Lin International (transportation planning) to initiate a planning process to develop a strategic revitalization and implementation strategy for Kenosha's downtown. The last full Downtown Master Plan was prepared in 1991 and established the plan for reclaiming the lakefront, which was accomplished through the HarborPark development. While additional studies have been conducted in the years since, the timing is right to develop a new downtown plan that establishes the goals and priorities for the next 20 years.

Recent Planning Studies & Reports

- Kenosha Downtown Plan (1991)
- ULI - Downtown Lakefront Site Study (1996)
- Civic Center Historic District Preservation Plan (1997)
- Library Park Historic District Preservation Plan (1997)
- Third Avenue Historic District Neighborhood Plan (1997)
- Pearl Street Historic District Neighborhood Plan (1998)
- HarborPark Neighborhood Code (1999)
- Library Park Preservation Plan (2000)
- City of Kenosha Bicycle and Pedestrian Facilities Plan (2005)
- Downtown/Uptown Parking Study (2008)
- Kenosha First (2009)
- Kenosha Lakeshore Business Improvement District Strategic Planning Session Report (2009)
- A Comprehensive Plan for the City of Kenosha: 2035 (2011)
- A Vision of Bicycling in Kenosha County, Wisconsin (2010)
- Simmons Island Master Plan (2011)

The City's goal for this planning mission is to create a clear, documented and shared vision, or "game plan," for the Downtown that sets the stage for funding strategies, capital improvement programming, new development and retention/attraction of new and existing businesses. These goals will be shaped by evaluating the Downtown's land use, physical conditions, zoning, real estate market and infrastructure and transportation system helping to create a "sense of place" for Downtown Kenosha.

The City considers this planning process as an important opportunity to:

- Create and test a range of alternative development concepts that enhance and revitalize the Downtown.
- Develop a plan that will attract land uses and development compatible with the needs, infrastructure and character of the Downtown and will meet realistic market conditions, expectations and capacities.
- Develop an optimal short-term and long-range land use strategy and development framework for the Downtown.
- Establish a framework for future changes to development regulations that emphasizes high quality, sustainable site and building design.
- Create retail and business development strategies to help existing businesses benefit from future development.
- Identify sensitive or historic areas/sites of the Downtown that should be maintained due to their character, scale and contribution to the immediate neighborhood and history of the area.
- Maximize the Downtown's transit-oriented development potential by improving traffic, pedestrian and bicycle circulation, detailing potential improvements to the transit services within the Downtown and by identifying appropriate sites for a land use mix and density supportive of these transit and multi-modal goals.
- Incorporate the preservation and reuse of historic and cultural resources into the overall Downtown Strategic Development Plan.

PLANNING PROCESS

The first phase of this planning process involved an overall assessment of the Downtown's existing land use mix, physical conditions, transportation network and access, infrastructure and real estate market. This phase also focused on extensive public participation through interviews, focus group sessions, an online community survey, discussions with City staff and agencies, as well as a Community Open House. The process, which began in January 2012, includes the following phases:

Phase 1: State of the Downtown

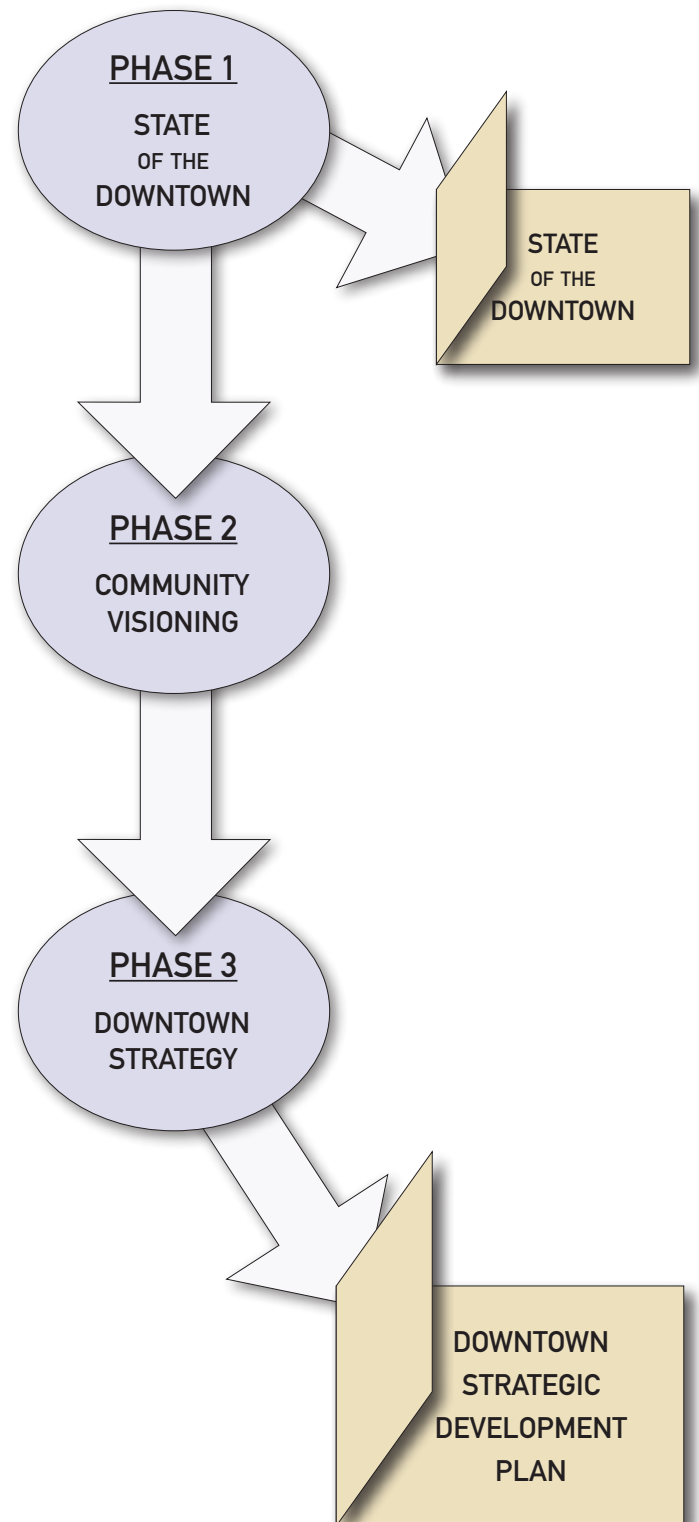
Phase 1 involved an inventory of existing Downtown conditions and included team fieldwork and assessments, a meeting with the project's Steering Committee, numerous Focus Group discussions and stakeholder interviews, a Community Open House and this State of the Downtown report. Community outreach and public awareness methods included a project website, a KABA run Facebook page, an online survey and email blasts announcing major events in the process.

Phase 2: Community Visioning

Phase 2 will involve generating a range of development strategies for the Downtown, as well as concepts for enhancing the area's land use mix, physical conditions, transit, transportation, pedestrian and bike circulation, parking and streetscape. After review by the Steering Committee, a Community Visioning Workshop will be held to review the State of the Downtown findings, development strategies and design concepts.

Phase 3: Downtown Strategy

Phase 3 will involve crafting a more specific Strategic Development Plan direction for the Downtown, as well as a set of strategies for its implementation. This information will be reviewed with the Steering Committee, and a third Community Workshop will be held to discuss final plan outcomes. Downtown revitalization strategies will outline optimal and achievable short-term and long-range development scenarios and clear, concise methods for evaluating future development funding opportunities and required development control improvements. Key implementation action strategies will address land use policy and zoning issues, as well as public and private actions that can be taken to advance City and Downtown objectives.



SECTION 1: INTRODUCTION

PLAN PURPOSE

The City, as well as KABA, the Kenosha Chamber of Commerce, the Kenosha Lakeshore Business Improvement District (BID), community leaders, property owners and developers will use the Revitalization Strategy for evaluating and promoting planning and development decisions over the next 20 years. The Plan will serve many purposes depending on the needs of the ultimate user, which may include:

Development Framework

The Revitalization Strategy will provide a focused framework for potential development and revitalization activities within the Downtown. City staff will review development projects for conformance with the goals, objectives and guidelines set forth by the Strategy.

Public Investment Guide

The City will use the Revitalization Strategy to prioritize public investment initiatives and improvement projects. The information on existing conditions and future land use and transportation/transit needs will also be used to seek grants at the regional, state and federal levels.

Private Investment Guide

The Strategy report will provide a base of information about the area's constraints and potential for both local and outside investors interested in developing within Downtown Kenosha. It can also be used as a tool to attract outside developers by highlighting the unrealized potential of the area.

Future Vision

The Strategy will act as a local or regional marketing tool to inform current and future residents, businesses and private investors about the adopted shared vision for this key City and County location. This plan will further support the many other local and regional initiatives that focus on economic development for Kenosha.





LAND USE AND PHYSICAL CONDITIONS

SECTION 2

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

OVERVIEW

The City of Kenosha is a large, primarily suburban community located along Lake Michigan about halfway between the Cities of Milwaukee, Wisconsin and Chicago, Illinois. Kenosha is bordered by Lake Michigan to the east, The Village of Pleasant Prairie to the south, the Village of Bristol and the Town of Paris to the west and the Town of Somers to the north. The City is approximately 24 square miles and has major roadway access provided by Interstate 94 which connects Milwaukee and Chicago and passes through the west edge of the City – see Figure 2-3.

Kenosha's Downtown is adjacent to Lake Michigan and is the home to the central business district, several museums, the United Hospital campus, Kenosha County facilities and the City's Municipal Building. For the purposes of this study, the Downtown has been defined by the following limits:

- North: 45th Street
- East: Lake Michigan
- South: 65th Street
- West: Union Pacific Railroad

These boundaries were developed through a City led survey of the public, in which they were asked to define "Downtown." Within this study area, there is a range of land uses, building types, zoning districts and character; all of which create the ability to further sub-divide the area into different districts.

The 1991 Downtown Master Plan suggested eight different districts as shown in Figure 2-2. As part of this planning process, the community was asked to comment on the districts identified in the 1991 plan to see if they were still applicable. The public still generally identified with these districts, with some slight modifications. Based on the input received, a proposed district map has been developed to help steer development priorities and implementation strategies within the Downtown and help in the analysis of the overall Downtown – see Figure 2-3.

Major Milestones in Downtown Kenosha's History

In 1835, Pike Village was the first western settlement to be located on the site of the current Downtown. The name came from the translation of the Potawatomi Indians name for the area, which was "Kenozia." Pike Village was later changed to "Southport" and then to Kenosha in 1850 when it became incorporated as a city.

Kenosha grew rapidly between 1890 and 1920 as manufacturing increased, capitalizing on the City's advantageous location. From 1920 to 1950 growth was slowed by the Great Depression and World War II. In 1954 the American Motors Corporation was formed with a large lakefront plant located in the City. This led to a period of economic ups and downs related to the American Motors. In 1987 the Chrysler Corporation purchased American Motors and closed down the Kenosha plant.

Following the closure of the plant, the City made a significant effort to reinvigorate the Downtown. In 1991 the City completed a Master Plan for the Downtown that laid out ambitious plans for reclaiming the lakefront through new development. The completed HarborPark development included new multi-family housing, harbor oriented commercial development, two museums, public open space and a street car system providing public transit.



Bird's Eye View of Downtown Kenosha, circa 1880
source: Kenosha County Historical Society



American Motors Plant, circa 1950
source: Kenosha County Historical Society



Street Car, present day

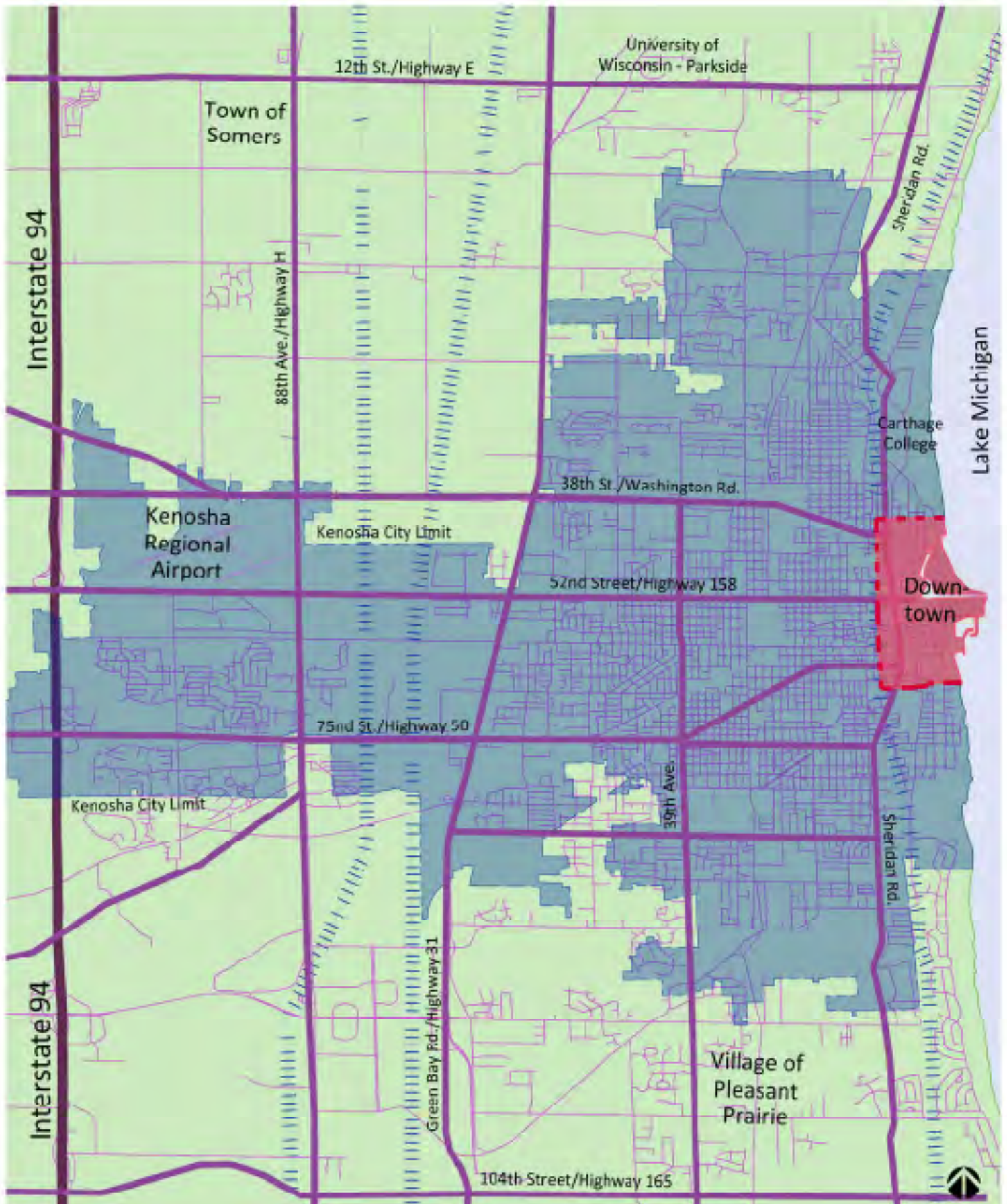


Figure 2-1: Kenosha Regional Context Map



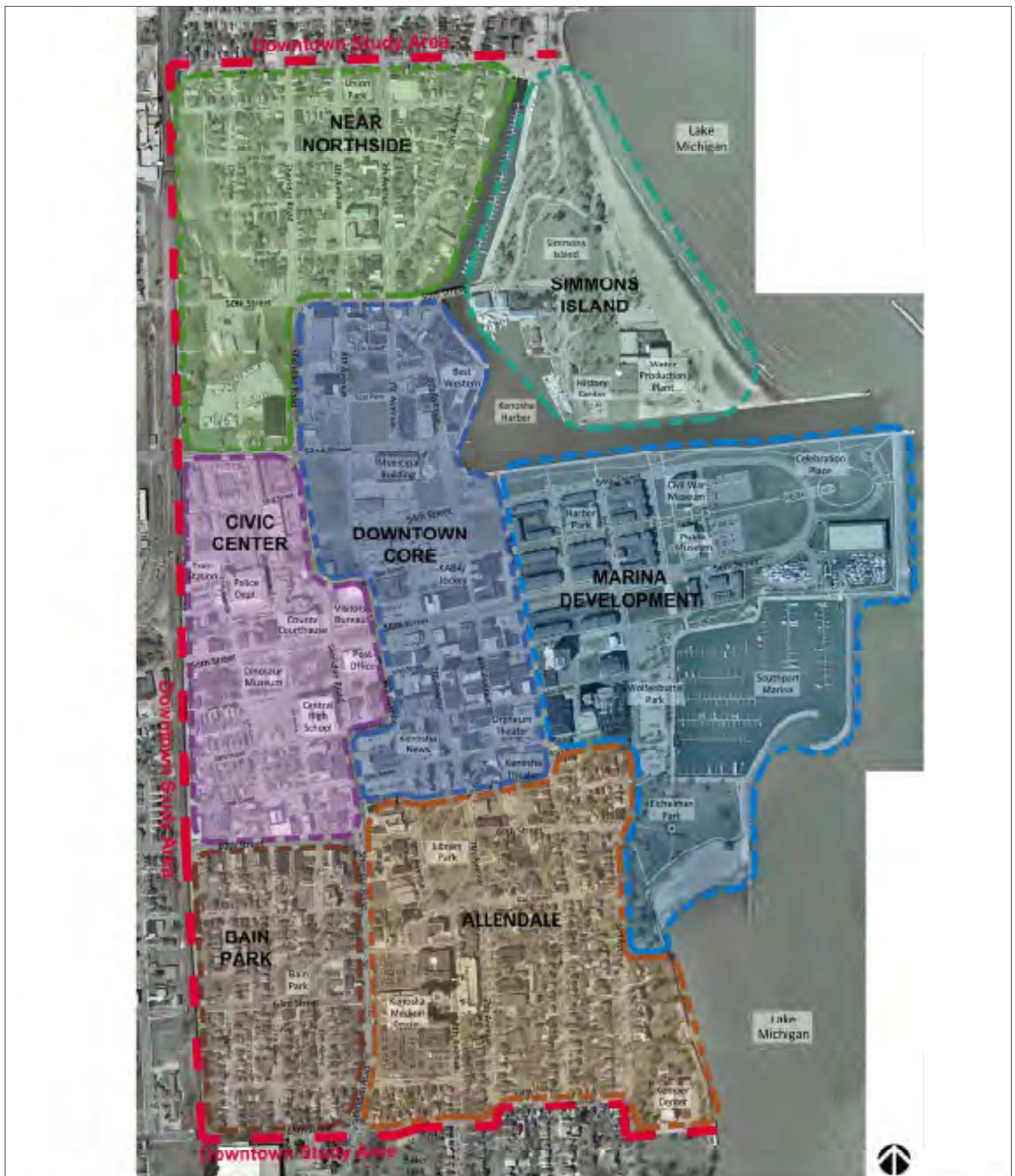


Figure 2-3: 2012 Downtown Strategic Development Plan District Map

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

LAND USE

Land uses for the planning district described herein start on the northern portion of the study area and work their way south – see Figure 2-4.

Near Northside

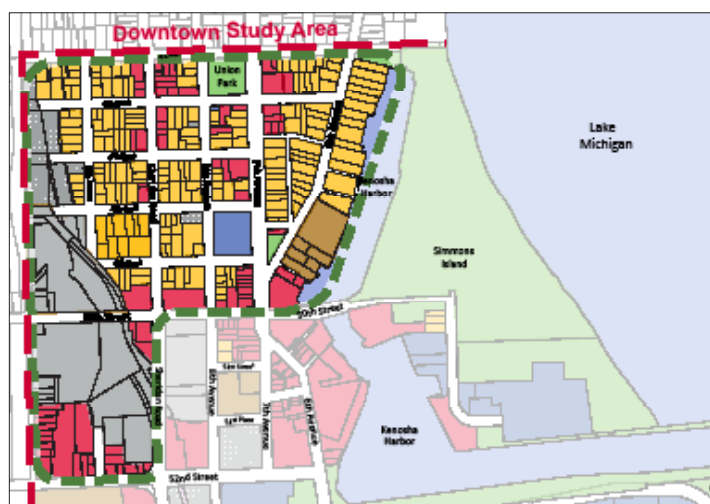
This area is bound by 45th Street on the north, Kenosha harbor on the east and then wraps around the harbor to 50th Street, extending down Sheridan Road to 52nd Street on the south, then upward to the railroad tracks on the west. This area is characterized as primarily an older, stable residential neighborhood consisting of single-family and two family dwelling units. Slightly higher density residential development, consisting of two to three story town homes and flats exist near the harbor. Small neighborhood commercial uses exist along Sheridan Road and 6th Avenue, which support the surrounding residential neighborhood. Neighborhood bars dot the corner of 45th Street and 7th Avenue. The primary open space in this area is Union Park located between 45th and 44th Streets and 7th and 8th Avenue and the institutional uses of St. Elizabeth's Catholic Church and school, as well as Harborside Academy occupy the block between 7th and 8th Avenues, and 48th and 49th Streets. Industrial users comprise the area along the train tracks, and consist of a vacant parcel and railroad right-of-way, marine related industrial use, and Ashmus Belting, a distributor of new and used conveyor belts.

Simmons Island

The Simmonds Island area is bound by Kenosha Harbor on the west and south, 45th Street on the north, and Lake Michigan to the east. This area is dominated by open space and recreational use, comprising the park and beach on Simmons Island, a historic center, three single family houses, coast guard facilities, marina related commercial uses along the harbor, and a water production plant.

Civic Center

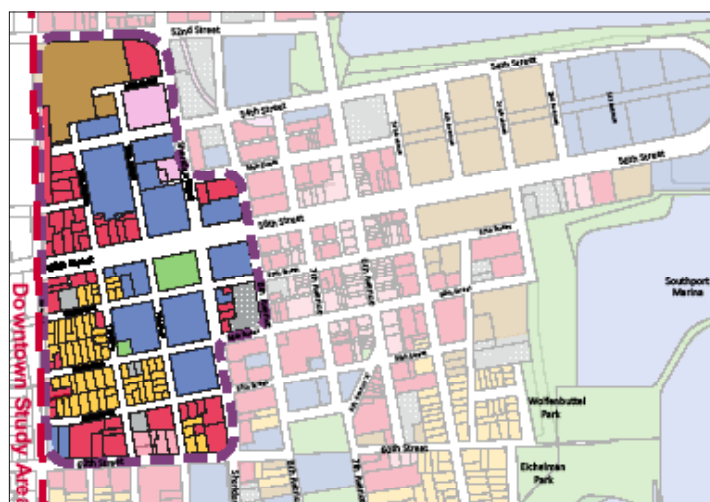
The Civic Center District is bound by 52nd Street to the north, the railroad tracks to the west, 60th Street to the south, and Sheridan Road to the west. It also includes the three blocks on the east side of Sheridan Road between 55th Street and 58th Street which house the Library Administration building and the Post Office. The Post Office, County Courthouse, Central High School and Dinosaur Discovery Museum, which surround a central plaza, all form the core of this primarily civic use district. These buildings were all constructed in the



Near North Side Land Uses



Simmons Island Land Uses



Civic Center Land Uses

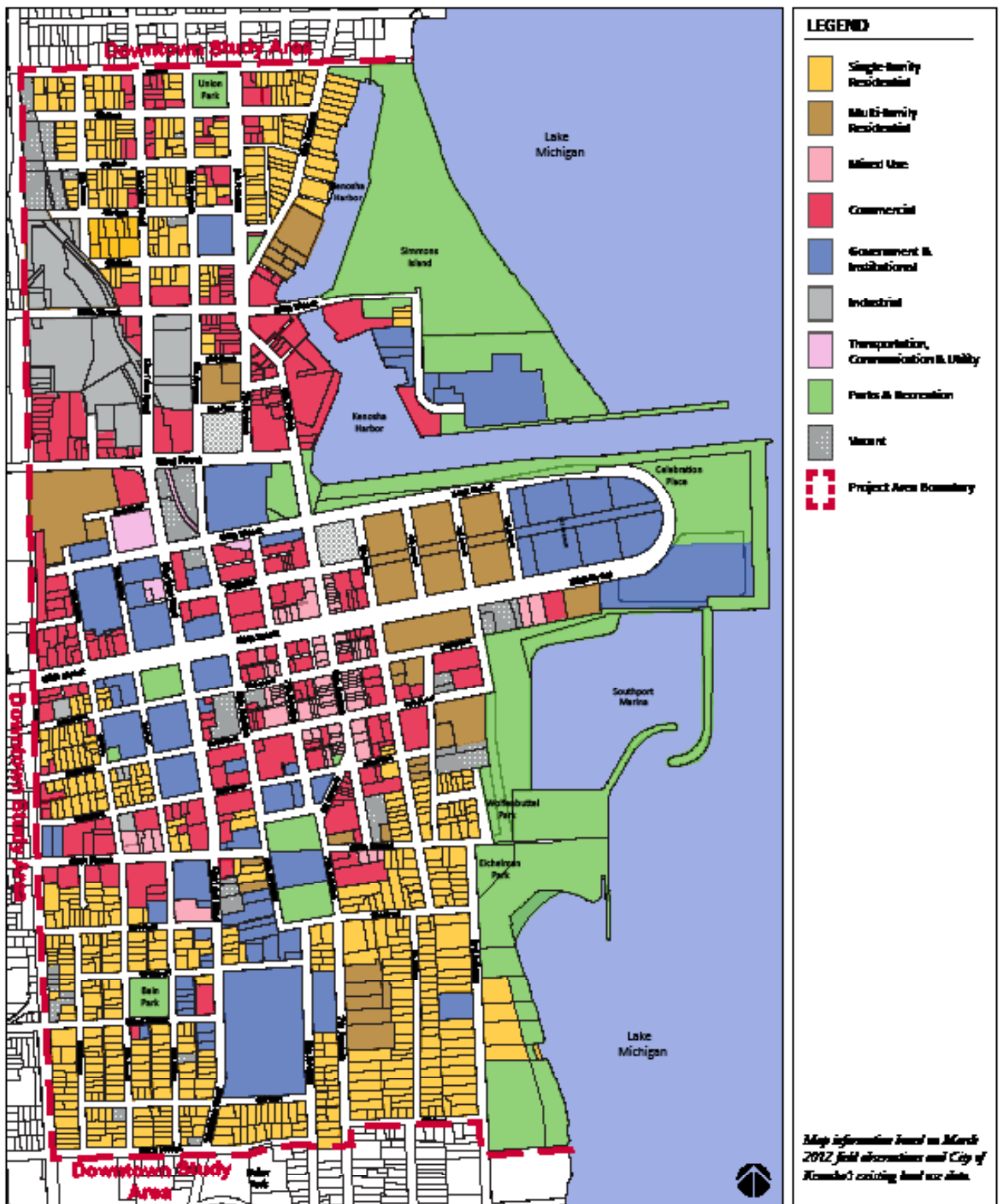


Figure 2-4: Downtown Existing Land Use Map

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

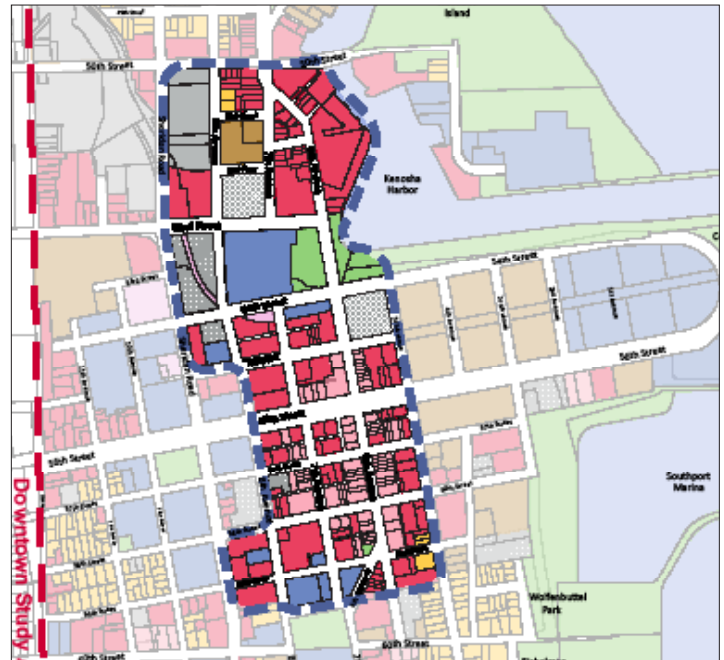
late 1920's to the mid 1930's, and comprise the Civic Center Historic District. Other public uses include the police station and the train station. The Pearl Street Historic District, due south of the train station, consists of four renovated historic buildings into office use. A more recently constructed town home development, Stationside Village is located along 13th Avenue between 52nd and 54th Street. Older single family and two family dwellings occupy the area between the railroad tracks and 10th Avenue and 57th to 58th Streets. Commercial Uses are located along the north side of 60th Street and are comprised primarily of automobile related services.

Downtown Core

The Downtown Core is bound by 50th Street on the north, Library Park on the south, 5th Avenue on the east, and 8th Avenue and Sheridan Road on the West. This section of the downtown consists primarily of two to three story structures with retail storefronts on the first floor and office uses or, in some cases, residential uses on the second and third floors. Other commercial uses dominate this area, and include a ten story office building at 57th and 7th Avenue, the Kenosha News building, at 59th and 8th Avenue and three historic theaters: The Orpheum, Kenosha, and Rhode Theaters. The Rhode is the only theater that is still operating. Institutional uses include special housing for veterans (Dayton Residential Care Facility) at 59th Street and 6th Avenue and the Kenosha Municipal Building located on 52nd Street between 6th and 7th Avenues. The Municipal building is surrounded by three vacant parcels, to the west, north and southeast. An industrial site, which consists of yacht sales and harbor mechanics is located at 50th Street between Sheridan Road and 8th Avenue and a four-story multi-family residential development is located at 51st Place and 8th Avenue.

Marina Development

The Marina Development area is bound by Kenosha Harbor on the north, Lake Michigan to the east, Eichelman Park on the south and 5th Avenue on the west excluding the residential portion just south of 59th street to 60th Street from Wolfenbuttel Park to 4th Avenue. The majority of recent downtown redevelopment efforts have been located in this area of the Downtown. The Marina Development area consists of a 250-boat marina, an indoor winter boat storage facility, new parks and open space that wrap around the harbor and marina, and a multi-family residential development called HarborPark.



Downtown Core Land Uses



Marina Development Land Uses

This area also includes two museums, The Civil War Museum and Public Museum, a boat storage facility, and the historic Eagles Club, which is currently operating as a banquet facility. The southwest portion of this area encompasses Lakeside Towers, a government senior citizen apartment building, a vacant historic warehouse, and a recent partially constructed, but vacant 10-story condominium building, Virginia Towers, at 57th Street between 4th and 5th Avenues. Specific open space and recreational land uses include Celebration Place, Wolfenbuttel Park, and Eichelman Park.

Allendale

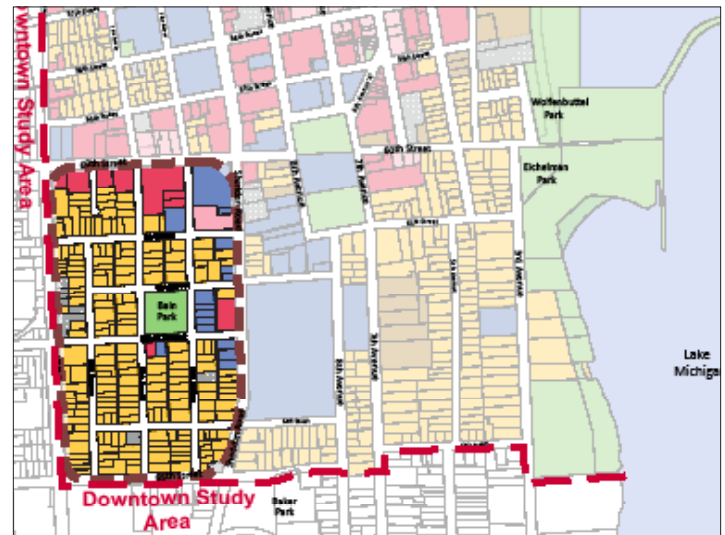
Allendale is bound by portions of 59th street to 60th Street on the north, Sheridan Road on the west, 65th Street on the south and Lake Michigan and Eichelman Park on the east. Allendale consists of large historic single-family and two-family homes, many of which are included in the Third Street Historic District. The Kemper Center, a historic school, which is currently being used as a meeting and banquet facility, anchors the southeast corner of the District. Institutional uses include the vacant Masonic Temple, the Kenosha Medical Center and the Simmons Library and park. Commercial land uses consist of a bank and professional offices at the corner of 60th Street and 7th Avenue. The northern portion of this site towards the lakefront includes medium density residential development comprised of single and two- family units and two to four story apartment buildings. A vacant parcel exists, just south of 59th street adjacent to Lakeside Towers.



Allendale Land Uses

Bain Park

The Bain Park area is bound by 60th Street on the north, Sheridan Road on the east, 65th Street on the south and the railroad tracks on the west. The dominant land use is older and smaller single-family bungalows, which surround the area's primary open space, Bain Park. Institutional uses include a Christian child care center on the east side of Bain Park, First Methodist Church at the corner of 60th Street and Sheridan Road and a smaller church at the corner of 61st Street and 12th Avenue. Commercial uses include a gas station at the corner of 63rd Street and Sheridan Road and strip commercial uses along the south side of 60th Street. Small commercial and industrial users, as well as smaller vacant properties dot the area along the train tracks.



Bain Park Land Uses

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

EXISTING ZONING

There are ten City of Kenosha Zoning Districts, and two overlay districts located within the study area – see Figure 2-5. These districts include:

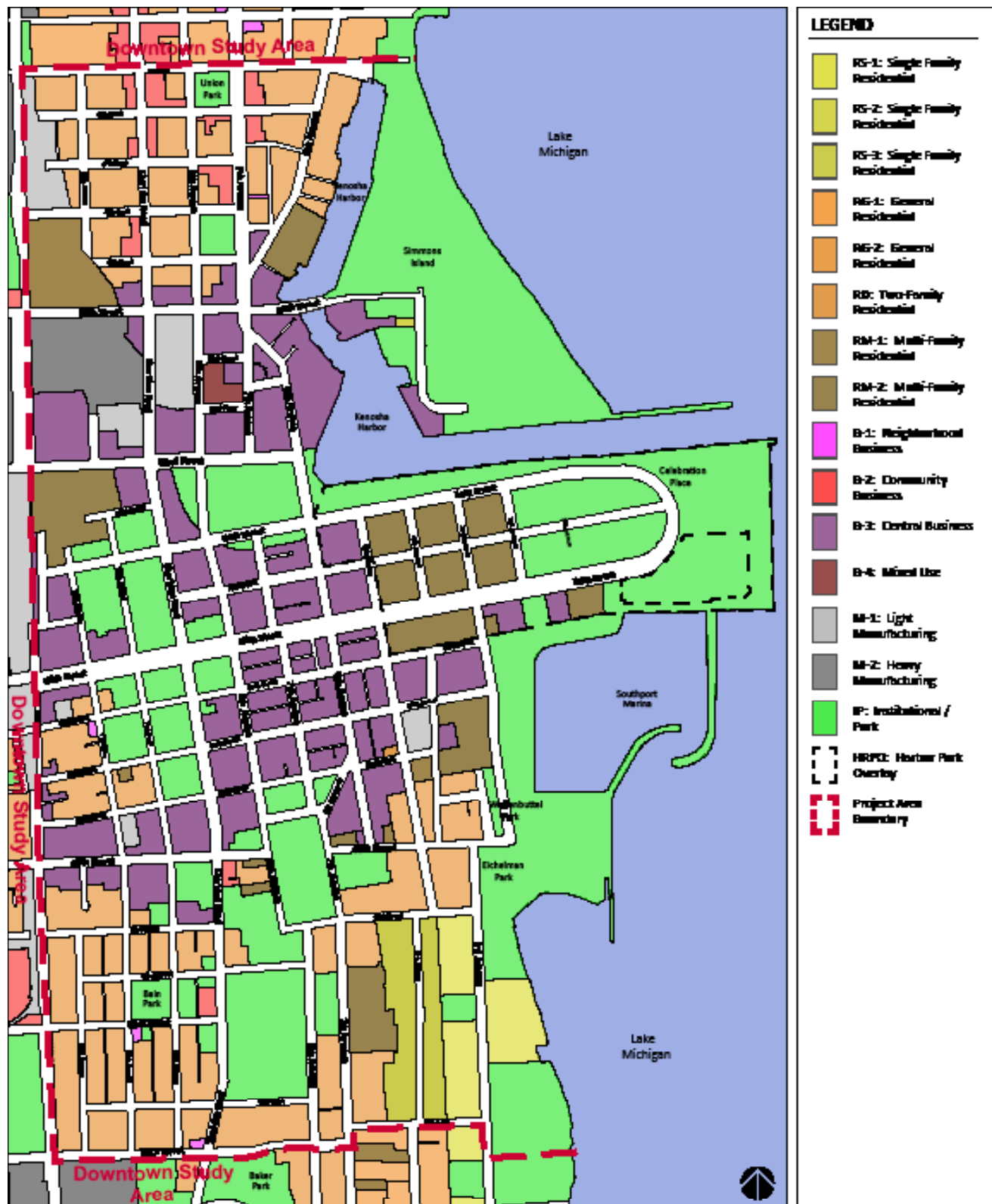


Figure 2-5: Existing Zoning in Downtown Kenosha

COMMERCIAL ZONING

There are two parcels zoned B-2 Community Business District towards the south end of the study area at 60th and Sheridan Road and at 63rd and Sheridan Road. and one parcel zoned B-4 Mixed Use towards the north end of the study area at 8th Avenue and 51st Place. The majority of the commercial property in the study area is zoned B-3 Central Business District. All of these business districts allow for multi-family residential above the first floor with a graduated increase in side yards, as the height increases.

B-2 Community Business District

The B-2 Community Zoning District is designed to serve a population that is geared towards both neighborhoods and community-wide shoppers. Permitted land uses include standard convenience and retail service but also include home improvement and gardening supply stores, tool and equipment stores and medical clinics. Conditional uses include automobile service related uses, outdoor commercial uses; brew pubs, recycling centers and self-storage facilities. There are no minimum lot size requirements, except for residential uses above the first floor. These minimum lot size/density requirements are as follows:

- Multifamily residential use prior to date of code: 500 square feet of lot area per dwelling unit
- Two story building: 2,000 square feet of lot area per dwelling unit

- Three story building: 1,000 square feet of lot area per dwelling unit
- Four (or more) story building: 500 square feet of lot area per dwelling unit

There are no front yard requirements, rear yard is 25 feet and maximum height is 45 feet. Side yard requirements vary based on circumstances. Parking requirements are 1 space per 250 feet of gross floor area for commercial uses, and a minimum of two spaces per unit for multifamily residential.

B-3 Central Business District

This zoning district is designed to accommodate the commercial uses typical of an urban downtown. These uses include many of the uses which are in the B-2 Community Business District but include marina use, and cultural institutions such as museums and libraries. Amusement and recreational uses are limited to an approximate seven block area of the Downtown core. There are no minimum lot size requirements or yard requirements unless they abut a residential district, except for a rear yard requirement of 9 feet. The maximum height extends to 100 feet. Density requirements for multi-family above the first floor are the same as the B-2 Community Business District:

Downtown parking regulations were reduced to 50% of the standard parking requirements for commercial uses as an incentive to encourage redevelopment. The Downtown parking regulations are however limited to the area bound by 54th to 58th Streets / 8th to 5th Avenues, and 58th to 59th Streets / 7th to 5th Avenues.



Generally there is significant unused height potential within the Downtown's B-3 Zoning District 100 foot envelope.

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

B-4 Mixed- Use

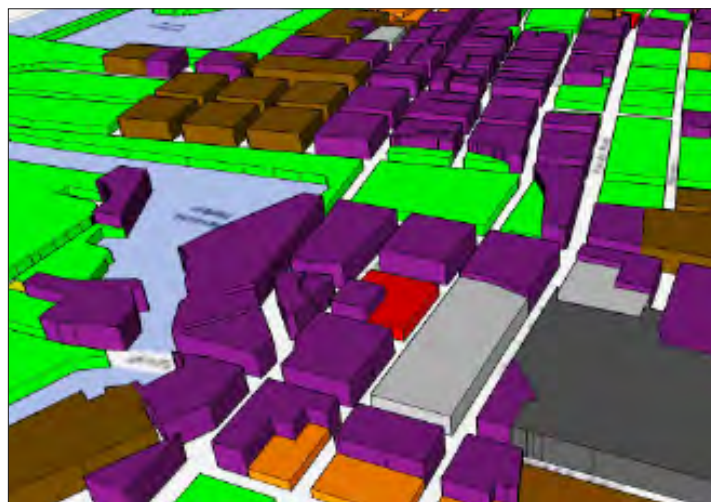
This zoning district was designed to include commercial and multi-family uses that are consistent with a neighborhood or site development plan. It includes height regulations which range from a minimum of 25 feet to a maximum of 50 feet, and incorporates building and spatial guidelines to encourage pedestrian activity and open space. The parking regulations in this district also allow for a 50% reduction in parking for commercial and institutional uses. District regulations also allow 10% of the required off-street parking to be on the street, and require bike racks every 50 spaces. Multiple family parking regulations are reduced to one space for one bedroom units and two spaces for two or more units.

Business District Analysis

The B-2 Community District is generally appropriate and the concept of a B-3 Central Business District and a B-4 Mixed Use district are also appropriate. The regulations for the B-3 Central Business District in their current form however are not necessarily appropriate for an urban downtown center. The list of commercial uses is very broad, showing little distinction between the downtown core and the B-2 district. The use list should be evaluated to actually determine which types of commercial uses are actually desired and appropriate for the Village core.

The multi-family regulations in the B-3 Central Business District have not and are not likely to result in an appropriate type of multi-family residential development for the Downtown.

The generous height requirement coupled with limited density and the graduated setback requirements, result in an actual product type that is either unfeasible to build, or result in an unattractive building type, that does not fit within the context of the Downtown. The community should determine whether multi-family above commercial beyond the existing structures is desirable for the downtown core, and/or if the 100 foot height requirement is appropriate for multi-family use. Overall the B-3 regulations should be adjusted to a community vision for what it would like to see Downtown, and the regulations crafted in a way that results in the uses and building types that will be not only be compatible with the existing fabric of the Downtown, but can actually be built.



There is only one parcel in the Downtown zoned B-4 (red block).

In addition, the B-3 Zoning District incorporates a significantly large area of the Downtown, limiting its effectiveness as a district designed for the Downtown core. Some of the uses that are currently zoned B-3 may be more appropriately zoned for a B-2, B-4 or an RM-2 Multifamily zoning classification.

The B-4 Mixed-Use district encompasses zoning, design and parking regulations that emphasize a density and pedestrian oriented approach, which is very desirable for areas around the Downtown core, but it is plan based and site plan derived, and to date, only one site in the study area has been built in this Zoning District. Consideration should be given to expanding the use of the B-4 district in what is now the B-3 District based on a community planning effort.



Downtown parking regulations area (red outline)

CIVIC ZONING

IP Institutional Park District

This district is designed for any public, institutional and recreational use of a civic nature. It includes a broad range of uses from golf courses and marinas, to hospitals, office buildings, museums and educational uses. There are no lot area, or yard requirements except a rear yard of 9 feet. The maximum height requirement is 45 feet, except the general section of the zoning ordinance indicates that public buildings may be extended to 75 feet.

Institutional / Park District Analysis

A significant portion of the downtown is zoned Institutional Park, including the civic campus on the west side of the study area and the park land and marina on the east. Consideration should be given to incorporating the actual institutional uses into the surrounding zoning districts, so that their regulations are consistent with the surrounding land uses, and changing the Institutional Park District to more of an open space/recreational district.



The IP District encompasses a large portion of the Downtown Area (green blocks).

RESIDENTIAL ZONING

The study area includes five residential zoning districts, two single family districts, two multiple family districts and one general residential district. The single family districts are concentrated at the southeastern portion of the study area; the RM-1 Multi-family district is located on 47th Street adjacent to the railroad tracks. The RG-2 and RM-2 districts are scattered in various locations around the downtown core. All single family and general residential zoning districts include a provision of maximum lot coverage of impervious surface of 60%, and there are special side yard requirements for existing buildings in all residential districts. All residential districts include educational uses, religious uses, and park/playground uses as permitted uses.

RS-1 and RS-3 Single- Family Districts

These zoning districts are designed for single family development on lot sizes within the downtown area. The bulk requirements for these districts are summarized in Table 1.

	RS-1	RS-3
Lot Area	8,000 square feet	8,000 square feet- Single-Family 8,000 square feet- Two-Family (3,000 square feet per dwelling unit)
Lot Width	70 feet	40 feet- Single-Family 50 feet- Two-Family
Building Height	35 feet	35 feet
Yards:		
Front	25 feet	15 feet- build-to-line
Side	8 feet	5 feet
Rear	30 feet	25 feet

Table 1: Single family bulk requirements.

RG-2 General Residence

This district is designed for a mix of single family, two family and smaller multi-family buildings which are characterized by smaller lots. Multi family units are not to exceed five per lot. The maximum building height is 35 feet and minimum lot width 40 feet. Minimum lot area is 6,000 square feet for two family dwellings, and 5,000 square feet for single family dwellings. Yard requirements are a build-to line of 15 feet for the front, 25 feet for the rear, and side yards ranging from 5 feet for one story to 8 feet for two or more stories.

RM-1 and RM-2 Multi-family

These multi-family districts are designed for the construction of multi-family uses of various densities, which are considered conditional uses. The bulk requirements for these districts are summarized in Table 2.



Several residential designations are found in the Allendale Districts (yellow and orange blocks).

Residential Zoning Analysis

The residential regulations generally mirror the types of housing constructed in the areas that they are located. However, multi-family dwellings in the multi-family zoning districts are conditional uses as opposed to permitted uses in the RM-1 and RM-2 districts, whereas uses such as fraternity and sorority houses are permitted uses.

If the intent of these districts is to provide multi-family housing, then consideration should be given to allowing multi-family development as of right in these districts, especially if more multi-family is desired around the Downtown core.

In addition, consideration should be given to lowering the maximum height requirement in the RM-2 district, and analyzed with regards to its practicality and feasibility.

	RM-1	RM-2
Maximum Density	11 d.u. per lot	12 d.u. per acre*
Lot Area	8,000 square feet	20,000 square feet- Single-family
Lot Width	70 feet	100 feet
Building Height	40 feet	100 feet
Yards:		
Front	25 feet	25 feet
Side	5-25 feet	15-25 feet
Rear	25 feet	25 feet

* Note: Maximum density for the RM-2 District is 12 dwelling units per acre, except that the density may be increased for the downtown area from 30th to 60th Street, the rail road tracks to Lake Michigan, and selected blocks from the original Plat of the Town of Southport, if approved by the review authority.

Table 2: Multi-family bulk requirements.

INDUSTRIAL ZONING

M-1 Light and M-2 Heavy Manufacturing Districts

Two manufacturing districts exist in Kenosha; M-1 Light Manufacturing; designed for lighter industry including warehousing and wholesale uses; and M-2 Heavy Manufacturing allowing for the heavier manufacturing uses. There is one section of the study area zoned M-2 at the north end of the study area along the railroad tracks and various smaller sites that are zoned M-1 scattered throughout the downtown area. Bulk requirements are summarized below in Table 3.

	M-1	M-2
Lot Area	None	None
Lot Width	None	None
Building Height	75 feet	100 feet
Yards:		
Front	None	None
Side	None	None
Rear	0 feet	0 feet

Table 3: Industrial zoning bulk requirements.

Manufacturing District Analysis

The existing land uses that are zoned M-2 and M-1 include an active plant, vacant property, and small quasi-manufacturing and commercial land uses located on smaller parcels throughout the Downtown.

These smaller parcels should be rezoned to either a commercial or multi-family land use classification to be more consistent with surrounding land uses and zoning.

Consideration should also be given to eventually rezoning the larger industrial parcels as they become vacant to be redeveloped into more compatible land uses.



Bird's eye view of Downtown manufacturing areas looking East.

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

OVERLAY DISTRICT ZONING

HRPO Overlay District

This overlay district was formed to guide the development of HarborPark in accordance with the HarborPark Plan. Goals of the HarborPark Plan include minimization of the impact of the automobile, integration of new architecture within the existing urban fabric and construction of appropriate residential structures. The HarborPark Neighborhood Code provides regulations for this overlay district and outlines various multi-family residential structures which consist of 3 levels of residences around centralized parking. Additionally, the code addresses mixed use office/retail and civic uses. Design regulations are provided regarding garages, planning and screening of surface parking. Parking requirements are at 1 space per 500 square feet of floor area for commercial uses, 1 space per 1 bedroom unit, and 2 spaces per 2-3 bedroom unit. These regulations overlay the RM-2 and B-3 zoning designation in the HarborPark area.

HRPO Overlay Analysis

The form-based code style is based on goals and objectives outlined in the HarborPark plan and has led to the most successful redevelopment within the Downtown area. A similar process should be implemented regarding the remaining areas of Downtown and the code adjusted accordingly.

FFO Overlay District

These regulations apply to all areas which are in the floodway fringe according to the flood maps. A portion of the lakeshore along the harbor and Simmons Island is located within this overlay district, which simply requires additional regulations that relate to potential flooding and include regulations regarding construction requirements, flood proofing of utilities and provision of adequate emergency access in case of a flood.



HarborPark residential units



Housing prototypes chart from HarborPark's form-based code



Parts of the harbor area and Simmons Island are within the FFO Overlay District.

PHYSICAL CONDITIONS

GENERAL CONDITIONS

The physical appearance of buildings and structures is a key component in maintaining and creating a vibrant downtown and contributes towards the ability to attract redevelopment and reinvestment. Downtown Kenosha has many positive characteristics, which contribute to its attractiveness including well designed, and well-maintained parks and kept-up and preserved residential and civic uses. The majority of the commercial structures however, are generally in good physical condition, with outdated storefronts and signage and facades with a tired appearance.

The appearance and condition of the residential areas that are in and around the Downtown core are generally in good condition and are an asset to the Downtown in providing it with a stable population base. The areas of the Near North Side, Bain Park, the southern portion of the Civic Center District and Allendale are all well maintained residential neighborhoods. The homes in these areas are older, constructed from the 1920's to the 1960's.

The newer residential development of HarborPark along the marina is well designed and makes a positive contribution to the Downtown.

The new construction of the Virginia Tower condominium building at 57th Street and 5th Avenue, however, has not been a success, neither economically, nor aesthetically. The building sits vacant and was not designed in a manner that was complimentary to the existing downtown fabric.

Downtown Kenosha is blessed with magnificent historic civic buildings which are well preserved and in good condition, and the City has appropriately designated historic districts to regulate and maintain these facilities. The buildings and plaza in the Civic Center Historic District make a positive contribution to the appearance of Downtown, along with other renovated historic structures such as the Rhode Theater and the Eagles Club. More detailed information on the Downtown historic structures is provided in the historic resources section of this report.

The industrial portion of the Downtown concentrated along the railroad tracks on the north side is in generally good condition. By their nature, industrial uses are not attractive, and therefore do not contribute aesthetically to the downtown.

The commercial core of the Downtown, the axis of which is 6th Avenue, however, shows signs of neglect. The majority of the commercial buildings are two to four story commercial structures that have commercial store fronts on the first floor and house office or residential uses on the second floor. Many of the buildings and storefronts are vacant and have outdated or poorly maintained facades. Two of the three theaters Downtown are vacant. This tired appearance of the buildings extends northward to the buildings around the harbor, along 6th Avenue. There are also large vacant sites, which in conjunction with the vacant buildings have a significant negative impact on the Downtown.



Virginia Tower

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

VACANT BUILDINGS AND SITES

There are twenty vacant buildings in the Downtown study area, with the majority of them located in the heart between 56th and 59th Street and 5th and 8th Avenues – see Figure 2-6. Seven of the vacant buildings are located between 50th and 51st Streets along 6th Avenue adjacent to the harbor. The remaining vacant buildings are scattered around the perimeter. Several of the vacant buildings have historic significance and are discussed in more detail in the historic resources section of this report.

The Downtown is also dotted with approximately seventeen vacant sites, many occupying entire blocks of the downtown. While these vacant sites can contribute to creating a desolate feeling downtown, they also provide opportunity for potential redevelopment. The most significant vacant parcels located downtown both in terms of a negative visual impact as well as potential redevelopment are as listed below:

- The block bound by 51st Place and 52nd Street and 7th and 8th Avenues.
- The block bound by 54th and 55th Streets and 6th and 5th Avenues.
- The block bound by 52nd and 54th Streets and Sheridan Road and 8th Avenue.
- The parcel bound just south of the Senior Citizen Building at 59th Street adjacent to Wolfenbuttel Park.
- The parcel occupying the southeast corner of 58th Street and 4th Avenue.
- The parcel just south of the Kenosha Theater along 6th Avenue at 60th Street.

Through this planning process the City needs to develop a strategy for vacant land and properties.

Potential options include targeted development initiatives, selective acquisition and demolition, and adaptive reuse funded through Historic tax credits in order to make a significant impact on the perception of the Downtown



Vacant commercial building at 7th Avenue and 58th Street



Bird's eye view of the vacant parcel between 54th and 55th Streets



Vacant warehouse building at 59th St. and 5th Ave.

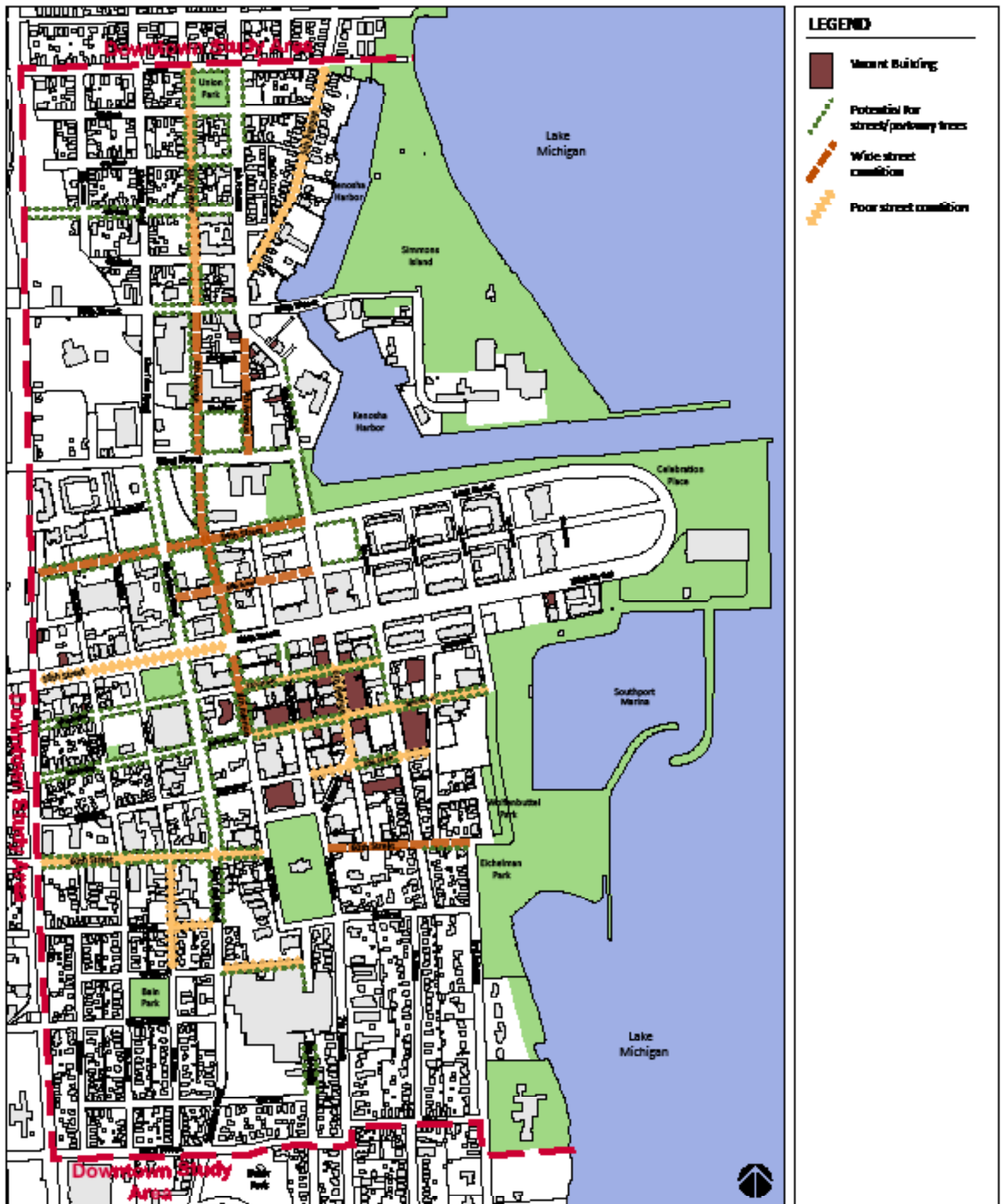


Figure 2-6: Downtown Existing Conditions Map

ROADWAYS/STREETSCAPE

The following is a brief description of the current streetscape conditions in the area. A more detailed description of the street system can be found in the Parking and Transportation section of this report.

The streets in Downtown Kenosha are generally well maintained and streetscape improvements were installed along 6th Avenue, from 52nd to 60th Street. These streetscape improvements include brick paves, defined crosswalks, period street lighting and street fixtures. Newer streetscape improvements were also implemented as part of the HarborPark redevelopment.

Outside of these areas, the streets are urban in character with sidewalks, but limited street trees. Parkway tree infill opportunities were identified in the study area and shown on Figure 2-6.

Street sections within the study area have been identified, which are in poor condition in terms of potholes, cracked pavement, and poor maintenance. The majority is in the Downtown core or on main arterials, as follows:

- 56th Street from 13th Avenue to Sheridan Road
- 57th Street from 8th Avenue to 5th Avenue
- 6th Avenue from 57th Street to 59th Street
- 58th Street from 7th Avenue to 5th Avenue
- 59th Street from 7th Avenue to 5th Avenue
- 60th Street from 13th Avenue to 8th Avenue
- 8th Avenue from 48th Street to 50th Street
- 5th Avenue from 45th Street to 49th Street

In addition, several streets sections in the Downtown area have been identified as excessively wide for the purpose they serve. These street sections include:

- 7th Avenue from 52nd Street to 6th Avenue.
- 8th Avenue from 45th Street to 58th Street.
- 54th Street from 13th Avenue to 6th Avenue.
- 55th Street from Sheridan Road to 6th Avenue.
- 60th Street from 7th Avenue to 3rd Avenue.

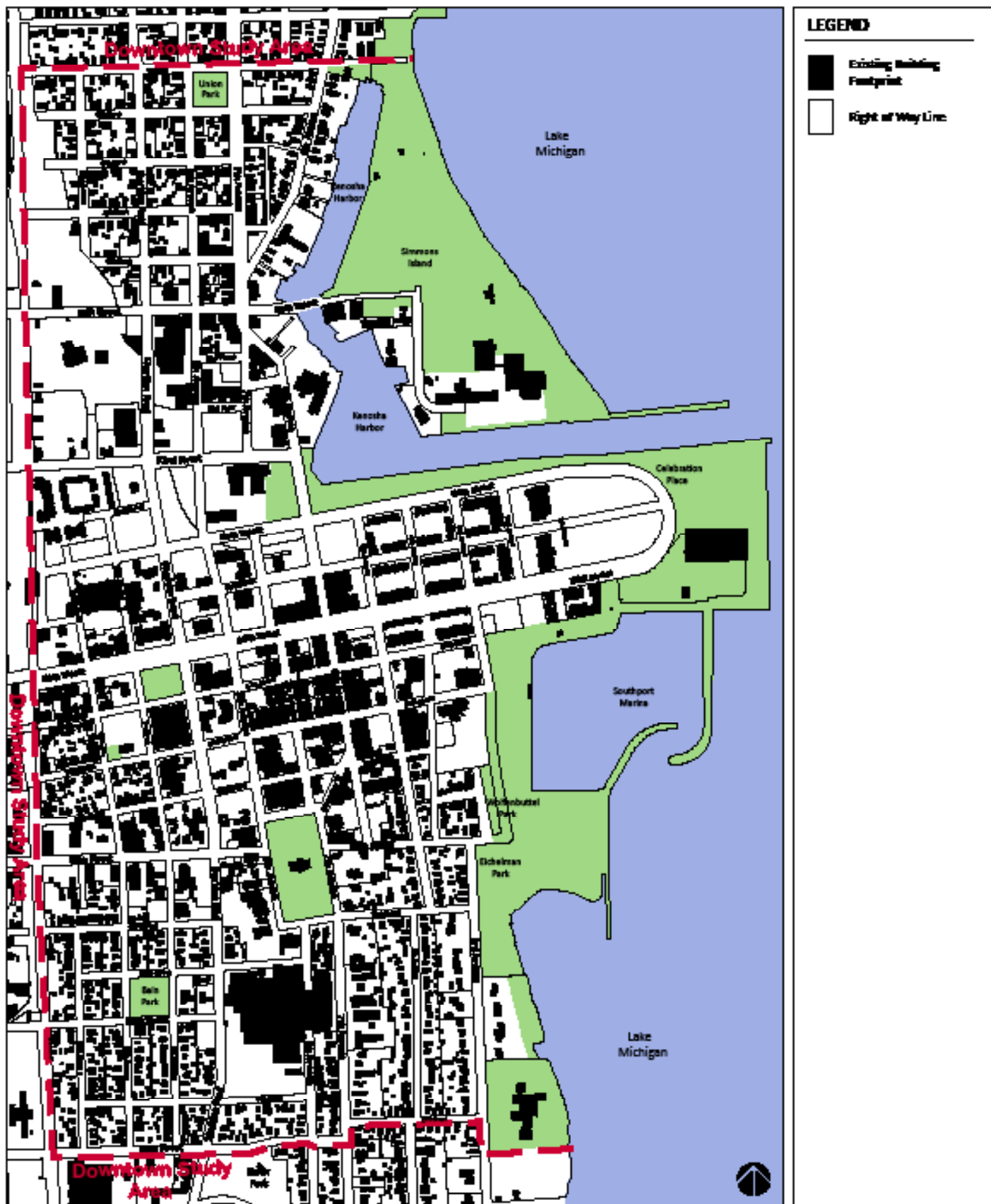


Figure 2-7: Kenosha's Urban Structure

HISTORIC RESOURCES

Downtown Kenosha has a rich and diverse collection of historically and architecturally significant resources, including many outstanding individual examples of commercial and residential architecture dating from the late 1800's to the mid-20th Century – see Figure 2-8. This collection, ranging from the monumental Classical Revival buildings of the Civic Center Historic District, to the “high-style” and vernacular commercial and residential architecture along 3rd, 6th, 7th and 8th Avenues, is a physical testament to the Downtown area's economic and social importance during a time when Kenosha became a leading Midwestern industrial center. In recent decades, the citizens of Kenosha have taken active measures to protect and preserve many of Downtown's significant historic resources, from the adoption of a historic preservation ordinance to the designation of four local historic districts and many individual landmarks.

Today, cities and local communities recognize that preserving important historic buildings and sites is an essential component to developing and maintaining a strong “sense of place”, which is key to attracting today's workers and industries in the new “creative economy”.

Historic commercial districts and neighborhoods also contribute to a sense of identity, authenticity and community that other places cannot. Historic preservation is also a key economic development too to be used to help revitalize cities.

The following section provides an overview and description of downtown historic districts and significant resources as well as an assessment of current downtown preservation planning activities.



Reuther Central High School Auditorium - Civic Center Historic District

HISTORIC DISTRICTS

Downtown Kenosha has four City (local) Historic Districts – *Civic Center, Library Park, Third Avenue, and Pearl Street*—comprising approximately 110 commercial and residential buildings and their associated accessory buildings and structures. All four districts were established by the City's Historic Preservation Commission and Common Council under the provisions of Section 15 of the City's Zoning Ordinance, which outlines the procedures for nominating and designating historic districts (see below).

Within Section 15, a Historic District is defined as an: “... area composed of two or more improvement parcels that together possess special character, historic interest, aesthetic interest, or other significant value which reflects the City's cultural, social, economic, political, engineering and architectural history, and which has been designated and approved as a Historic District pursuant to the provisions of this Section.”

The overall purpose of establishing historic districts, as defined in Section 15, is to: “...accomplish the protection, enhancement, and perpetuation of such historic districts, structures and sites which exemplify or reflect elements of the City's cultural, social, economic, political, engineering and architectural history.”

Buildings within a local Historic District are defined under Section 15 as a “*Historic Structure*.”

Historic Structures located within City Historic Districts are subject to design review by the Historic Preservation Commission for any work involving the construction of new addition(s) to an existing Historic Structure or new principal structure or accessory building, demolition of all or part of an existing Historic Structure, exterior alteration or rehabilitation work, and any façade cleaning conducted through chemical or abrasive cleaning methods. Additionally, any public improvement conducted by any unit of government that impacts the visual character of a Historic District's streetscape, including sidewalks, lighting, walls, or fencing, are also subject to Commission design review. Projects that are reviewed and approved by the Commission are then issued a Certificate of Appropriateness (COA), a permit that is in addition to other permits that may be required by the City's Department of Community Development and Inspection.



SECTION 2: LAND USE AND PHYSICAL CONDITIONS

Each of the four local Historic Districts seek to preserve Downtown's unique diversity of historic architecture as well as manage, appropriately and effectively, design changes that may occur to buildings and landscape setting within each District. Some of the unique architectural and historical characteristic of each Historic District is as follows:

Pearl Street Historic District

Located adjacent to the Metra Station at the corner of 11th Avenue and 55th Street, the Pearl Street Historic District was established in 1998 to preserve several of the earliest commercial and residential buildings in downtown Kenosha. Pearl Street is the smallest of the four downtown historic districts comprising just four buildings and ranging in architectural styles from the Greek Revival William Seymour House, to the Italianate/Romanesque Maple House, which housed an operating hotel from the 1880s to the 1930s. The commercial building at 1100-1106 55th Street features a cast-iron façade that allowed for more elaborate building ornamentation and detailing as well as a larger storefront area. The majority of the Historic District's buildings have been recently adapted and rehabilitated for new office space.



Maple House - Pearl Street Historic District

Civic Center Historic District

The buildings that comprise the Civic Center Historic District represent an outstanding collection of Classical Revival and Beaux Arts-styled civic architecture, a style that became popular in many cities across the country due to the influence of the 1893 Chicago World's Columbian Exhibition and the advent of the City Beautiful planning movement during the 1910s and 20s. Kenosha's own City Beautiful plan, prepared by planning pioneer Harland Bartholomew in 1925, recommended the development of a new civic center in an area between 8th and 13th Avenues along the Chicago and Northwestern Railroad tracks. Six buildings comprise the Historic District, including the U.S. Post Office at 5605 Sheridan Road and the Kenosha County Courthouse at 912 56th Street. The Dinosaur Discovery Museum at 5608 10th Avenue, designed by noted architect James Knox Taylor and constructed in 1908, once housed the community's Post Office until it moved to its current location in 1933. The former Moose Lodge Building, constructed in 1926 and located at 1010 56th Street, is currently used as adjunct Kenosha County administrative space.



Beaux Arts U.S. Post Office - Civic Center Historic District



Classical Revival, Dinosaur Discovery Museum - Civic Center Historic District

Library Park Historic District

Located at the southern edge of the downtown core, the Library Park Historic District, like the Civic Center District, contains several prominent civic and institutional buildings, including the Neo Classical Gilbert Simmons Memorial Library and Park, designed both by Daniel H. Burnham and noted Prairie School landscape architect Ossian Cole Simonds; the Masonic Temple at 807 61st Street; and the Jewish Community Center-Beth Hillel Temple at 6050 8th Avenue. Other important institutional buildings include the Tudor Revival YMCA building at 720 59th Place, the Gothic Revival Episcopal and First Congregational Churches at 5900 7th and 5934 8th Avenues respectively, and the Colonial Revival Church of Christ Scientist at 6032 8th Avenue. Other notable buildings, structures and objects within the District include several large high-style homes ranging from the Italianate, Queen Anne, Colonial Revival styles, and the Abraham Lincoln statue and “Winged Victory” monument in Library Park, the latter of which was designed by Daniel Burnham.



Beaux Arts, Simmons Memorial Library - Library Park Historic District



Gothic Revival, St. Matthews Episcopal Church - Third Avenue Historic District



Colonial Revival House - Third Avenue Historic District

Third Avenue Historic District

Along Lake Michigan at the southeastern edge of downtown Kenosha is the Third Avenue Historic District, which includes Kenosha's best collection of historic residential architecture designed in high style Queen Anne, Georgian, Tudor and Spanish Colonial Revival styles. These homes were home to several of Kenosha's early industrialists, including Thomas B. Jeffery and Charles W. Nash, both prominent automobile executives during the City's rapid industrial growth at the early part of the last century. Perhaps, the most important historic resource within the Historic District is the Kemper Center complex, which includes four prominent buildings in the Gothic Revival and Italianate styles, once housing a private girls' school sponsored by the Episcopal Church. The complex is currently owned by Kenosha County.

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

NATIONAL REGISTER OF HISTORIC PLACES

In addition to local Historic District designation, three of the four districts – Library Park, Third Avenue and Civic Center—are listed as districts in the National Register of Historic Places, which is this nation’s official list of historic buildings, structures and places worthy of preservation. The National Register is maintained by the National Park Service (NPS) and administered in Wisconsin by the Wisconsin State Historical Society (State Historic Preservation Office-SHPO) in Madison. The National Register was established under provisions of the National Historic Preservation Act, passed by the U.S. Congress in 1966. It is unclear why the Pearl Street Historic District remains the only local district not listed in the National Register.

To be listed in the National Register of Historic Places, a group of properties that may comprise a district must meet one of four criteria for historic and architectural significance established by the National Park Service. The criteria recognizes properties that have made significant contributions to the broad patterns of our nation’s history; those that are associated with the lives of significant persons; or that embody the distinctive characteristics of a type, period, or method of construction, or that represents the work of a master and possess high artistic values. Other properties or sites may be significant for yielding, or may likely to yield, information important in prehistory or history.

Unlike City of Kenosha Historic District designation, National Register listing provides no protection or design review for alterations or demolitions to properties within a District, unless federally funded, licensed or permitted actions are involved. For example, if a road improvement project financed partially through Federal dollars significantly impacts historic resources within a National Register District, a mediation process is required between the project sponsor and the Wisconsin SHPO to mitigate against adverse impacts with alternative solutions.

For commercial and income-producing properties, one significant benefit of National Register listing is eligibility in the Federal Historic Preservation Tax Credit Program (HPTC). The program provides a 20 percent credit against income taxes for substantial rehabilitation of a historic building in which rehabilitation costs must be equal to or greater than the adjusted basis of the property (determined by subtracting the cost of the land, improvements already made, and any depreciation already taken). Property owners and developers considering a tax credit project must also follow a three-part application process with the Wisconsin SHPO and NPS to determine if the building is a “certified historic structure” (individually eligible to the National Register or located in a National Register District) and eligible to take the credit. Projects must also conform to the *Secretary of the Interior’s Standard for Rehabilitation* – standards that ensure a given property’s architectural significance is maintained through the preservation of historic materials and features. In addition to the 20 percent credit, a 10 percent tax credit is available for the rehabilitation of non-historic buildings placed in service before 1936. The Wisconsin SHPO administers a 5 percent State tax credit that may be combined with the Federal tax credits for qualified rehabilitation expenditures



Elks Club Building

The Federal and State of Wisconsin Tax Credit programs are significant incentives to encourage the rehabilitation and adaptive use of eligible historic commercial buildings in downtown Kenosha. However, according to the Wisconsin SHPO, no tax credit project has been undertaken in Kenosha since 1989, and only four projects have been documented since the Federal program was started in 1986. Nationally, the Federal HPTC has leveraged \$63 billion in rehabilitated historic commercial buildings.

LANDMARK PROPERTIES

In addition to local Historic Districts, Section 15 also allows for the designation of individual “*Historic Structures*” (local landmark), or “*Historic Sites*”, which may contain a Historic Structure and objects, and:

“which has historic significance due to identification with historic personages, with important events in the City’s history or has substantive value in tracing the history or pre-history of man.”

Historic Structures and Sites are designated by the Historic Preservation Commission upon approval of the Kenosha Common Council, and are subject to the same design review and Certificate of Appropriateness procedures as buildings located in local Historic Districts. There are currently 83 properties designated as City Historic Structures and Sites in the City, of which 43 are located in the Downtown Study Area. These landmarks are some of the downtown Kenosha’s more prominent buildings, including the United State Coast Guard and Kenosha Light Stations, Old First National Bank Building, the Orpheum and Kenosha Theaters, the Rhode Opera House, the Elks and Eagles Clubs, Frank’s Diner, Library Park and St. James Catholic Church. In addition to being city landmarks, the Kenosha Light Station, Simmon’s Memorial Church, and the Simmon’s Island Beach House are individually listed in the National Register of Historic Places.

A majority of Downtown landmarks buildings are in relatively good condition and retain much of their architectural integrity. However, the Elks Club and the Kenosha Theater, buildings that have high architectural and historic significance to Kenosha, are vacant and in varying states of condition and repair. Of particular focus is the Elks Club, which is in need of significant repairs, including stabilization. The Elks Club specifically would be eligible for listing in the National Register of Historic Places and considered a potential tax credit project.

Over half of the City’s historic structures are located within the Downtown Study Area.

HISTORIC RESOURCE SURVEYS AND INVENTORIES

According to the Wisconsin SHPO, no comprehensive survey and inventory of Kenosha’s significant historic and architectural resources have been undertaken, although smaller reconnaissance level surveys were undertaken in 1980s and 90s as part of various State-funded transportation related projects. These surveys have been compiled in the Wisconsin Architecture and History Inventory (AHI Database), which documented ten to eleven commercial properties in addition to the ones that have already been landmarked, and significant among them is the William H. Anserge Fish Market Store at 5159 6th Avenue. These properties should be evaluated for potential City landmark status going forward.

HISTORIC PRESERVATION CODE

Section 15 of the Kenosha Zoning Ordinance comprises the City’s historic preservation code and outlines the Historic Preservation Commission’s functions and powers; the process and criteria for nominating and designating Historic Districts, Structures and Sites; and the procedures for COA reviews for building rehabilitation, alterations and additions, and demolitions. These provisions are standard elements in most municipal historic preservation ordinances. However, unlike some ordinances, Section 15 does include procedures for designating Historic Signs and requires all properties and districts listed in the National Register of Historic Places to be automatically designated as City Historic Districts, Structures or Sites. It also requires that a Historic District Preservation Plan be prepared by the City before formal designation proceedings take place so that other City departments can prepare “*guidelines for the construction of public improvements and a statement of preservation objectives within the Historic District.*”



YMCA

SECTION 2: LAND USE AND PHYSICAL CONDITIONS

The Code makes no reference to separate design guidelines for use in COA reviews but incorporates defined standards within the text for granting and denying COA applications. These standards are based on the *Secretary of Interior Standards for Rehabilitation*, which are used as a basis for most historic district design guidelines in other communities.

Overall, Kenosha's historic preservation code is relatively strong and comprehensive in that no owner consent provisions for designating local landmarks and districts have been incorporated and National Register Districts and properties are given priority for local designation and protection. The code also requires preservation plans be prepared prior to district designations. Between 1997 and 1998, each Historic District adopted preservation plans that define guidelines for COA reviews to be used by property owners and commissioners.

While the preservation code is comprehensive in the way it approaches the preservation and maintenance of individual buildings and districts, there are several ways in which it could be strengthened.

First, the code should allow the development of a more detailed, illustrated set of design guidelines, either on a citywide basis or by individual districts, which could assist the Commission in its COA reviews and property owners as they plan their rehabilitation projects. In effect, design guidelines describe with both images and text how one can meet the design review standards presented in the preservation code. Secondly, demolition by neglect provisions, which are becoming more prevalent in historic preservation ordinances, could be incorporated into Section 15 to equip the Historic Preservation Commission with the adequate tools to remedy demolition by neglect situations, either through enforced minimum maintenance requirements or a defined use of municipal condemnation powers.

OTHER OBSERVATIONS

Currently, beyond the Federal and State Tax Credit programs, there are no locally financed incentives to encourage the rehabilitation and maintenance of downtown Kenosha's historic resources. The tax credit programs are suited, ideally, for more substantive rehabilitation projects where large gaps exist between the rehabilitation cost and the value of the completed development, or what is sometimes defined as "the present worth of future benefits". In even some cases, the tax credit incentive may not be enough to close in gap in financing.

However, a majority of existing historic buildings may just need a smaller incentive program for projects that have smaller cost-value gaps, such as façade and storefront improvements that can make a significant difference in downtown's overall appearance. While a Historic Property Revolving Loan Fund was established in 1994, it was discontinued due to lack of interest. Additionally, the Business Improvement District also provided facade improvement loans at one time.

There no longer appears to be organized efforts, on the part of the City or any private sector organizations, to work with properties owners on building rehabilitation projects and improvement initiatives.

In addition to the lack of local historic preservation incentives, the City of Kenosha is currently not a designated Wisconsin Certified Local Government (CLG). The Certified Local Government Program, established by the National Historic Preservation Act of 1980 and managed by Wisconsin SHPO, provides local municipalities and counties opportunities to apply for matching grants for survey and other preservation planning activities. Other benefits of the program include eligibility to use the Wisconsin Historic Building Code for locally designated historic buildings, which can provide costs savings for rehabilitation projects.



Mid-century Modern storefront



PARKING AND TRANSPORTATION

SECTION 3

SECTION 3: PARKING AND TRANSPORTATION

INTRODUCTION

This section describes the transportation and transit features that make Downtown Kenosha unique. Kenosha has geographic and transportation advantages that set it aside from other cities. Kenosha is situated between two major metropolitan areas - 60 miles north of Downtown Chicago and 40 miles south of downtown Milwaukee. Figure 3-1 illustrates Kenosha within the context of larger urban area. It has benefited from the growth of the Milwaukee and Chicago metropolitan areas.

Kenosha's most significant geographic feature is its proximity to Lake Michigan. The City originally developed using the lake for shipping and industry as well as a natural resource. Over time the industry has declined, population has increased, and the automobile has made it easier for the City to spread out towards the west. Lake Michigan remains an important feature, but less so as transportation feature. A large amount of open space and parkland along the lakefront and two marinas in the downtown area accentuate the recreational benefits of the lakefront.

Kenosha residents can easily travel to the west and be in the country side in less than twenty minutes. The most significant regional transportation connection is Interstate 94 (I-94), which is almost seven miles from the downtown.

The table below shows that 80% of residents living in Kenosha drive alone to work and 12% carpool. The breakdown of other modes is shown, as well.

Means of Transportation To Work, Kenosha		
Drive Alone	34,219	80.91%
Carpool	5,008	11.84%
Bus	410	0.97%
Train	160	0.38%
Bicycle	52	0.12%
Walk	1,204	2.85%
Work At Home	775	1.83%
Other	465	1.10%
Total	42,293	100%
Source: 2000 United States Census		

This section reviews the transportation features that affect the Downtown. First, the downtown transportation access is reviewed. Second, the planning concept of Complete Streets is presented. Downtown Kenosha is already well-connected and shows signs of a Complete Streets network that should be more

fully developed. The transportation modes: walking, bicycling, transit, trolley, vehicles and parking are presented individually. These sections highlight the automobile, bicycle, pedestrian, and transit components that comprise Kenosha's transportation network. By analyzing each component of the transportation network, it is possible to identify opportunities to achieve Complete Streets in downtown Kenosha. Finally, overall conclusions about the transportation system are presented.



Figure 3-1. Regional Transportation Context

DOWNTOWN ACCESS AND GATEWAYS

There are several Wisconsin state and Kenosha County roadways that lead into downtown Kenosha as illustrated in Figure 3-2. Sheridan Road, Wisconsin State Highway 32 (STH32), is the primary north-south access to and through downtown. There are three interchanges on I- 94 that provide access from the larger Chicago and Milwaukee metropolitan areas to the Downtown via Burlington Road/38th Street/Washington Road/ 41st Street, Kenosha County Highway SS(CTH S), 52nd Street (STH 158), and 75th Street/Roosevelt Road/63rd Street (STH 50). To a lesser extent, 60th Street (CTH K) also provides local east-west access to the Downtown.

Figure 3-2 shows the general transportation network. Average daily traffic (ADT) volumes are highest near I-94 and the major commercial areas located on 75th Street and 60th Street near Green Bay Road. I-94 is more than seven miles from Downtown Kenosha, which creates both positive and negative impacts. It frees the Downtown from having an interstate with its environmental burdens of air pollution, noise and visual effects; but is also does not allow for quick vehicle access from the interstate. The Table 3-1 illustrates the distance and times from the three I-94 interchanges to downtown Kenosha at 58th Street and Sheridan Road.

Table 3-1: Travel Distance & Time from I-94 Interchanges to 58th St. & Sheridan Rd.

	Distance (miles)	Driving Time (minutes)
Washington Road (CTH S)	8.2	19
52nd Street (STH 158)	7.2	15
75th Street (STH 50)	7.5	15



Eastbound 52nd Street (STH 158) is the only main roadway from I-90 that goes to the lakefront. At Sheridan Road, 52nd Street fails to visually draw you into Downtown.

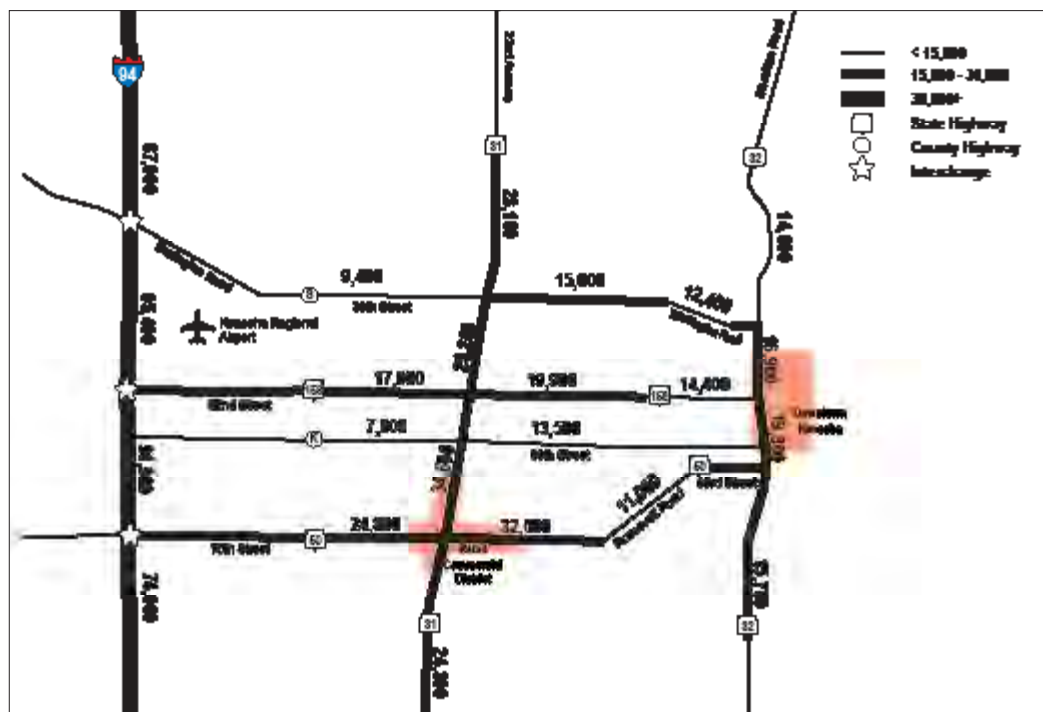


Figure 3-2. Average Daily Traffic Map

Data Sources: 2008 City of Kenosha & Kenosha County Annual Average Daily Traffic; 2010 Kenosha County Interstate Average Daily Traffic

SECTION 3: PARKING AND TRANSPORTATION

Figure 3-3 illustrates the improvements that are currently planned for the transportation system as listed in the City of Kenosha five-year capital improvement program. These programmed improvements largely affect the gateways into Downtown more so than the Downtown itself. There are some proposed capital improvements to the bicycle and trolley systems and a railroad viaduct that are discussed later in this section.

Community members expressed issues with some of the automobile gateways.

First, it was felt that 52nd Street (STH 158) should be promoted as the main gateway into the Downtown since it provides the quickest and most direct access.

In addition, it has the highest level of traffic immediately west of the Downtown. However, there is no information or signage at the interchange or along this roadway to draw attention to this gateway into the Downtown. In addition, when one gets to Sheridan Road there is a lack of signage or visual orientation as to where to go. Gateway designations, visual orientations, and signage would be beneficial to let visitors know that they have arrived and where they should go next. The city has recently undertaken a way finding and signage planning process that should accommodate these issues.



Eastbound 52nd Street (STH 158) is the only main roadway from I-90 that goes to the lakefront. At Sheridan Road, 52nd Street fails to visually draw you into Downtown.

2012-2016 Capital Improvement Plan that will occur in Downtown Kenosha

1. I-94 interchange upgrade
2. I-94 interchange upgrade
3. 52nd St. roadway expansion, 99th Ave. to Green Bay Rd.
4. Bicycle Improvements (city-wide)
5. Overpass painting (Downtown)



Figure 3-3. 2012-16 Kenosha Capital Improvements Plan elements affecting Downtown Kenosha

County Highway K (60th Street) ends at Sheridan Road. At this intersection there is no signage or visual clue to indicate where a visitor should proceed next. If a driver goes straight on 60th Street the road ends in one block at Library Park. Again, without signage or visual cues, the visitor becomes disoriented as to where to go next.

75th Street (STH 50) is the most traveled east-west gateway through the City of Kenosha. This is because it is the first interchange for vehicles traveling north on I-94. Additionally, there is a large amount of retail commercial along this roadway. The highest traffic levels are near 75th Street (STH 50) and 22nd Avenue (STH 31) illustrating how that this retail area is another significant destination within Kenosha.

Community members also expressed concern that the STCT - STH 50 gateway into the downtown is not clearly designated. At 39th Avenue, STH 50 makes a jog to the left along Roosevelt and then a right along 63rd Street to enter the Downtown. 63rd Street ends at Sheridan Road (STH32). At this intersection no signage or cues are provided to indicate where one should go next.

In addition, some drivers entering the downtown along 75th Street (STH 50) get disoriented regarding directions. They continue straight on 75th Street rather than making the slight left at Roosevelt Road. There is a large volume of traffic on Sheridan Road that goes through the Downtown.

Community members expressed concern that there are few visual cues to let drivers know that the Downtown commercial area is just blocks away to the east.



A driver travelling eastbound on 60th Street (Ch K) approaching Sheridan Road is provided no way-finding information related to Downtown.



A driver travelling eastbound on 63rd Street (STH 50) at Sheridan Road is provided no way-finding information related to Downtown.

Figure 3-4 illustrates the transportation gateways into the Downtown. Downtown Kenosha is accessible by automobile, bicycle, boat, bus, commuter train, and walking. These gateways are discussed in more detail in the individual transportation sections below.

The Downtown area is defined by a well-developed street grid that maintains its connectivity even in the presence of the Union Pacific Railroad tracks that run along the west side of 13th Avenue. Because Downtown Kenosha was well developed by the time the railroad tracks were elevated on an embankment, there are viaducts for nearly every major east-west street in the Downtown, preserving the roadway grid. The large number of viaducts through the Union Pacific Railroad embankment tends to negate the potential connectivity barrier that could be created between the downtown and the western parts of Kenosha. Still, the railroad viaducts provide important cues that vehicles are entering or leaving Downtown Kenosha.

Planned improvements to the roadway network do not directly affect downtown Kenosha. However, there are improvements that will increase capacity of I-94 as well as 52nd Street, both of which are important points of access to downtown. Improvements to I-94 include upgrades to ramp exits both at 75th Street (CTH 50) and at 52nd Street (CTH 158). 52nd Street, between 104th Avenue and Green Bay Road will be expanded from two to four lanes, and include new roundabouts at certain intersections.

COMPLETE STREETS

Complete Streets is a term used to describe transportation networks that are created for all users. This includes motorists, bicyclists, pedestrians, and transit riders. They are accessible to persons of all ages and abilities and provide safe and comfortable access to every destination. Complete Streets consist of traveled ways as well as intersections, traffic control, crossings, parking for all modes, and streetscape.

Complete Streets is a concept that is gaining momentum through the United States as it provides for fair and equitable transportation options for all residents and visitors.

It is an especially useful concept for a place like Downtown Kenosha where multi-modal connectivity and alternative forms of transportation (bicycling, transit and walking) are important.

The following sections highlight the automobile, bicycle, pedestrian, transit and parking components that comprise Kenosha's transportation network. By analyzing each component of the transportation network, it is possible to identify opportunities to achieve Complete Streets in Downtown Kenosha.

PEDESTRIAN NETWORK

Land uses known to be generators of pedestrian activity, such as parks, museums, and concentrated areas of employment, are indicators of pedestrian activity. Downtown Kenosha contains many of these land uses which suggests that there is notable pedestrian traffic downtown.

In its current condition, the Downtown street network provides good basic elements for pedestrian accessibility. Its blocks are small, pedestrian crossings are frequent, and every street has sidewalks. Pedestrian crossing treatments, like the pedestrian refuge island on Sheridan Road and 59th Street and the crosswalks that extend through the median, help to provide a continuous, connected pedestrian network. There are additional walkways and plazas which extend the pedestrian network all the way to the lakefront. This includes the shared use trail that connects HarborPark, Lakefront Park, and Eichelman Park.



Figure 3-4. Transportation Gateway Map

SECTION 3: PARKING AND TRANSPORTATION

The pedestrian environment or walkability of Downtown is illustrated by Walk Score®. Walk Score is an internet based program that uses algorithms to measure the proximity of land use and transportation features to suggest how walkable an area is. As illustrated in Figure 3-5, downtown Kenosha is very walkable as represented by Walk Score.

Walkable areas can add value to downtown Kenosha.

Features of a walkable area include:

- A walkable center that includes a main street or a public space
- Enough residents and visitors for businesses to flourish and for public transit to run frequently
- Mixed incomes and mixed land use
- Public places to gather and play
- Buildings that are close to the street, parking lots are relegated to the back
- Schools and workplaces that are close enough that residents can walk from their homes
- Complete Streets that are designed for bicyclists, pedestrians, and transit in addition to the automobile

Pedestrian barriers and connectivity issues are illustrated in Figure 3-6. The UP Railroad tends to create a barrier for pedestrians as viaducts are often uninviting to pedestrians. They can be perceived as a tunnel or unsafe place. Lighting and streetscape improvements can help to improve pedestrian comfort and perceptions about walking through the viaduct.

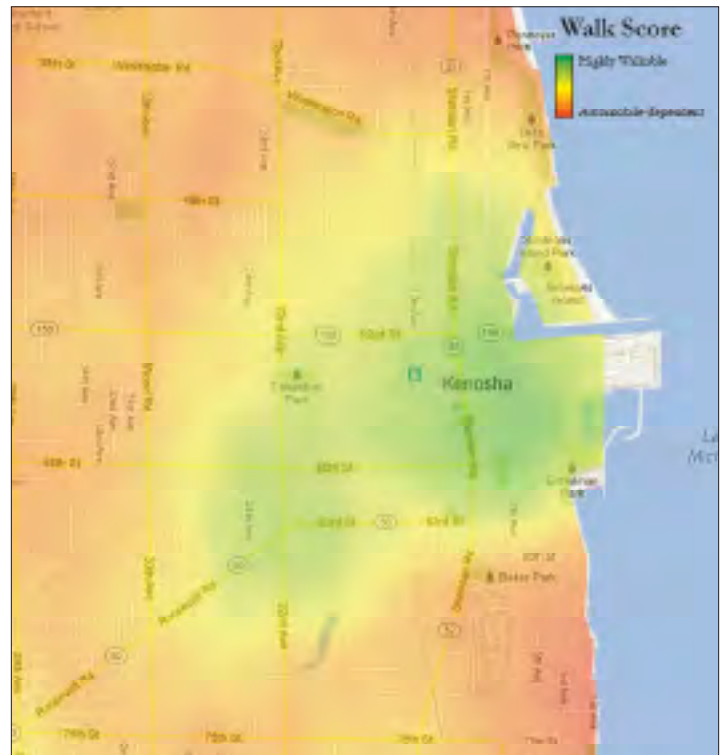


Figure 3-5. Kenosha's Walk Score Analysis



Westbound 52nd Street (STH 15) approaching the Union Pacific railroad overpass. Pedestrians generally do not feel comfortable walking through viaducts.



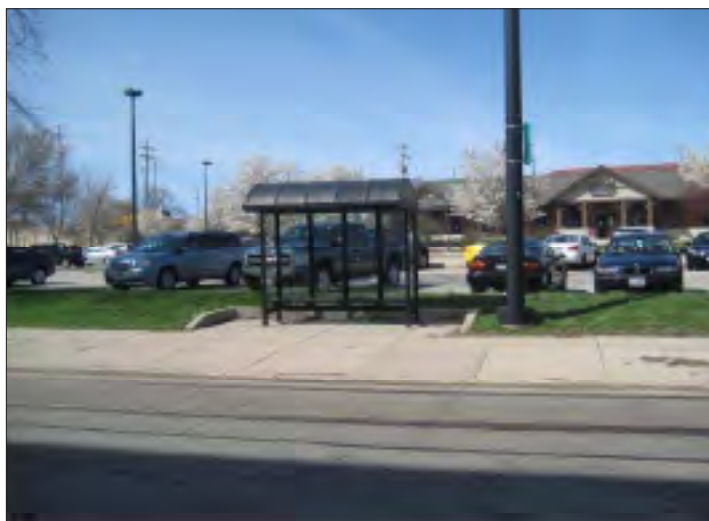
Figure 3-6. Barriers & Connectivity Issues Map

SECTION 3: PARKING AND TRANSPORTATION

The major north-south roadway, Sheridan Road, acts as a barrier between the east and west sides of Downtown.

It is a four-lane roadway with left-turn lanes at signalized intersections. Between 53rd Street and 60th Street, a barrier median planted with grass separates opposing lanes of traffic. However, pedestrian accessibility is preserved at a few locations where the crosswalk continues across the median. When approaching Sheridan Road as a bicyclist or a pedestrian, the street is imposing to cross and pedestrians appear insignificant or unwelcome compared to the amount of space and infrastructure dedicated to automobiles.

Some community members expressed concern that there is an uncomfortable feeling when departing the Metra Station because the exit lets out into a parking lot. There is little in terms of streetscape or gateway entrance that suggests this is a warm and inviting place. Wayfinding signage is lacking in terms of providing direction as to where to turn next. There is a designated streetcar stop nearby but without enough information to communicate that this stop provides a connection to the Downtown.



A waiting shelter for the streetcar is provided at the Metra Station. Streetcar signage (on the street light pole) is small and mounted too high to be easily seen.

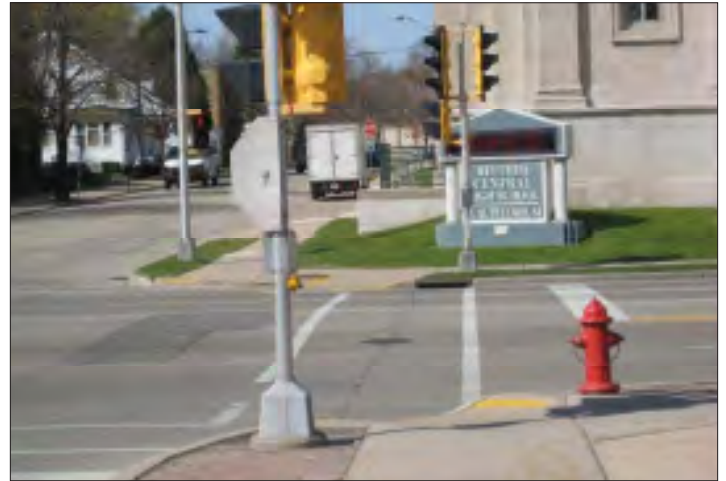


Birds eye vies of Sheridan Road at 60th Street - looking east

Pedestrian crossings at intersections are lacking and could be improved. Pedestrian crosswalk markings are faded in some places and many do not exist. Intersections without traffic control devices do not have crosswalks.

The Kenosha 2012-2016 Capital Improvements Plan (CIP) includes funding to maintain the existing sidewalk system and keep it in a good state of repair.

However, there are no major investments in pedestrian infrastructure planned.



Existing pavement markings along Sheridan Road. Crosswalks are not aligned with curb ramps.



White crosswalk markings would provide better visual notifications alerting drivers to watch out for pedestrians.



There are pedestrian signals at signalized intersections along Sheridan Road. Pedestrian countdown clocks have become standard, and should be considered.



Existing curb ramps are constructed with a diagonal ramp. Where possible, one ramp should be provided for each crosswalk, and crosswalk markings should be added.

SECTION 3: PARKING AND TRANSPORTATION

BICYCLE NETWORK

As shown in Figure 3-7, there are two designated bicycle facilities that travel through Downtown; the 7th Avenue bike lane on the north side of Downtown and the Eichelman Park path and 3rd Avenue bike route located at the south end of Downtown along Eichelman Park. While there are no other designated bicycle facilities, many of the streets in Downtown Kenosha provide a good network for bicycling and multiple additional bicycle facilities are planned.

Aside from an occasional bicycle rack many areas did not appear to have bicycle parking. The *Kenosha Bicycle and Pedestrian Facilities Plan* calls for 250 additional bike parking spaces to be added in the city and to incorporate bicycle parking as part of new commercial development. This will help support a stronger bicycle network.

A well connected bicycle system would be an asset for Downtown Kenosha. It would provide an inexpensive and fun means of connecting to the Downtown for shorter distances of up to 8 miles. In addition, bicycle transportation would relate well in the Downtown with its many recreational and cultural pursuits.

Community members expressed concern that the existing bicycle trails are not connected near 52nd Street and 6th Avenue. An emphasis should be placed on this connection to complete the existing network and form a backbone for the proposed future system.

Between 2012 and 2016, Kenosha plans to spend nearly \$1 million improving bicycle facilities, which includes \$50,000 for engineering and \$60,000 for construction in 2012 alone.

While not all of these improvements will occur Downtown, it is a significant public investment in multi-modal transportation. Existing and proposed bicycle facilities, shown in Figure 3-7, will help to create a system of bicycle facilities in downtown Kenosha to enhance its existing street network.





Figure 3-7. Bicycle System Map

SECTION 3: PARKING AND TRANSPORTATION

TRANSIT NETWORK

Public transportation is provided to Downtown Kenosha through local buses, commuter rail service, Greyhound intercity bus service and a streetcar trolley service. The streetcar is very unique and is an iconic feature of Kenosha. As such it is described below in its own subsection.

City Bus

The City of Kenosha owns and operates the Kenosha Area Transit (KAT). Six of the KAT's regular bus routes are Downtown-oriented (see Figure 3-8) and either begin from, or pass through the Joseph McCarthy Transit Center (Joseph McCarthy was the late KAT Director). These buses operate on a pulse system, which means that the buses "pulse out" from the transportation center at the same time. This allows for easy connections to the other routes.

The six routes have similar operating characteristics. The routes operate from approximately 6AM to 7:30PM with 18 operations a day at intervals or service gaps between 30 to 65 minutes depending on the time of day. Generally, two buses start at the ends of the route, arrive at the same time at the McCarthy Transportation Center and then continue on for the balance of the route.

Typically, an area is said to have adequate transit coverage if stops and routes exist within a ¼ to ½-mile walk. While the majority of downtown is well-covered by bus, portions of the beaches at Simmons Island Park and Eichelman Park are more than ½ mile from existing bus routes.

Bus fare is \$1.50 for adults for each trip and includes one free transfer per trip. Monthly passes are available for \$40.00. Bus stops are marked and passengers also are permitted to board at any stop sign or signalized intersection.



KAT Bus on 58th Street



Some important public amenities remain isolated from city bus service



Figure 3-8: Transit System Map

SECTION 3: PARKING AND TRANSPORTATION

Metra

Kenosha is the terminal station on the Metra Union Pacific (UP) North commuter line. The commuter rail station is located on 13th Avenue at 54th Street. Metra is the commuter rail division of the Regional Transportation Agency (RTA) in northeast Illinois. Metra has agreements with the UP to operate on this railroad line. The other terminus is the Ogilvie Transportation Center in Downtown Chicago. There are 25 stations between these two terminals. Metra service between downtown Kenosha and downtown Chicago is \$8.25 one way and \$235.00 monthly.

Kenosha is the only station in the Metra system that is outside of the six-county RTA service area. The RTA is partially funded through sales tax collected in the six-county area. Given that Kenosha is outside of the sales tax area, it is very difficult for Metra and the RTA to place attention or focus on service to Kenosha.

Still, the Kenosha Station has a very good level of ridership and service.

The table below illustrates the number of trains that operate between Kenosha and downtown Chicago. In 2006, the ridership was 431 daily boardings. Figure 3-9 below illustrates how Metra ridership at the Kenosha Station has increased in relation to the overall UP North line growth.

Metra Commuter Rail Service	Trains
Weekday to Chicago from Kenosha	9
Weekday to Kenosha from Chicago	9
Saturday to Chicago from Kenosha	5
Saturday to Kenosha from Chicago	7
Sunday/Holiday to Chicago from Kenosha	3
Sunday/Holiday to Kenosha from Chicago	3

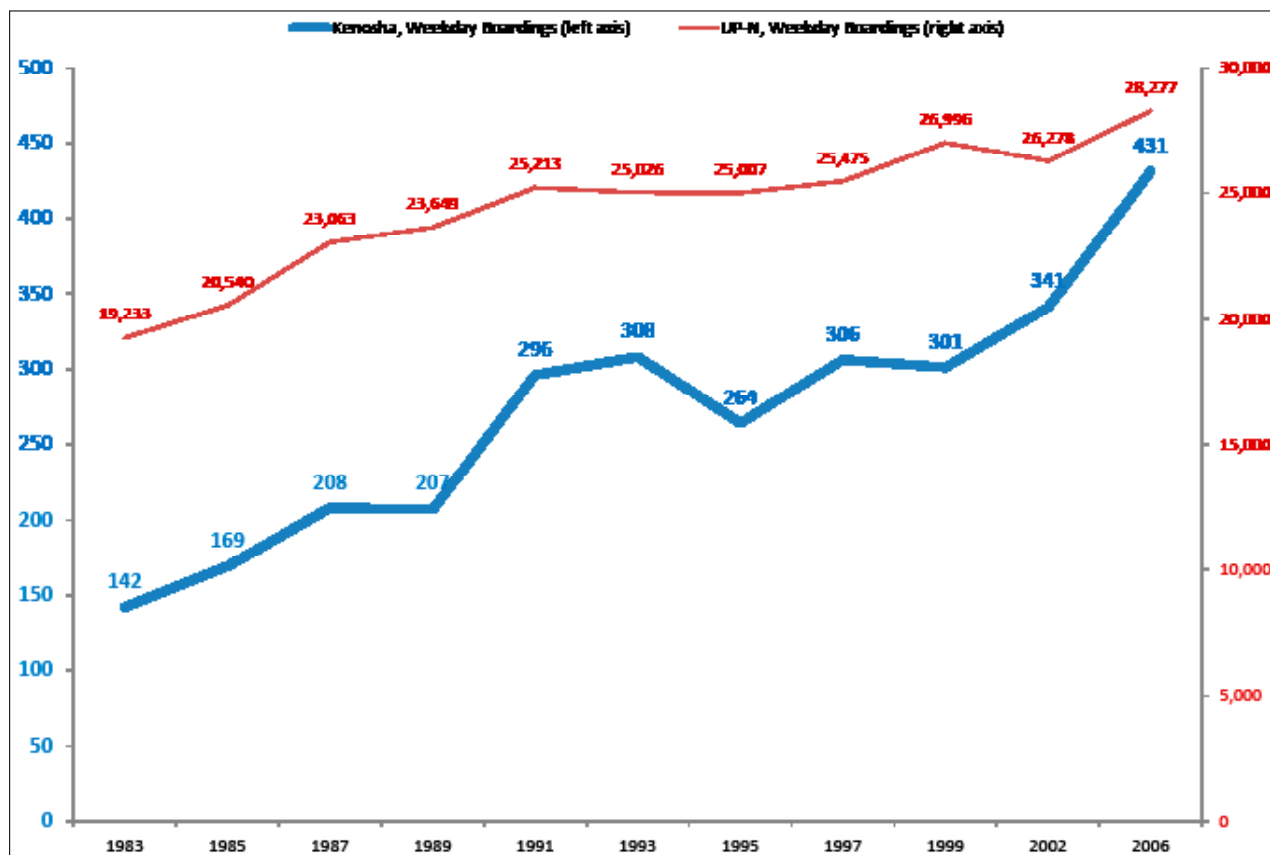


Figure 3-9: Weekday Metra Train Boardings

Amtrak

Amtrak provides daily intercity rail service between Milwaukee and Chicago. Amtrak operates seven daily trains known as the Hiawatha line. There is also another daily service called the Empire Builder that continues on to Minneapolis/St. Paul and Seattle. The Amtrak rail line is west of the downtown in the western part of the City of Kenosha. However, the nearest station for this service is in Sturtevant, WI. Community members have asked about the possibility of adding an Amtrak stop. However, Amtrak has been very reluctant to add new stations due to the additional time that would be added to the schedule for alighting and boarding. The Sturtevant is one of the newer Amtrak stations having been constructed in the last decade.

Intercity Bus

Intercity bus service is provided by Greyhound Bus and Wisconsin Coach. The Greyhound bus stop is located at 5414 13th Ave (the Metra Station), but is not a full-service terminal; that is, there is no ticketing, baggage, or package express service offered at the stop. Greyhound operates six daily express trips between Milwaukee and Chicago, with many trips continuing to/from Madison, Minneapolis, and Green Bay. Two additional trips make a stop at Cumberland Chicago Transit Authority Station, providing a connection to Chicago O'Hare International Airport via CTA Blue Line. Greyhound also operates two daily Skokie Valley local trips, serving Kenosha, Waukegan, and Skokie.

Wisconsin Coach provides daily intercity bus service between Kenosha, Racine and Milwaukee and points in between. The service is offered seven days per week. In Kenosha, there are five stops: 63rd St. on 22nd Ave (Uptown), Kenosha Transit Center (Downtown), the Metra Station, Sheridan and Washington Road and Carthage College. KAT provides a bus connection to all these stops.

Potential Regional Commuter Rail

For more than a decade, the southeast Wisconsin region had been studying the possibility of improving commuter rail service in the Milwaukee to Chicago corridor. This service is known as the Kenosha/Racine/Milwaukee (KRM) Commuter Rail project. KRM Commuter Rail as planned would be a 33-mile commuter rail service that would connect nine Wisconsin communities with 22 northeast Illinois communities and Chicago on Metra's Union Pacific North commuter rail line that currently ends in Kenosha. The new service would operate over upgraded existing freight rail lines and end at Milwaukee's Amtrak station with a stop in Kenosha.

On June 29, 2009 the Wisconsin state budget was signed, creating the Southeast Regional Transit Authority (SERTA) to manage KRM Commuter Rail and fund the local share of the costs.

The three-county SERTA would have been responsible for managing and funding the local share of KRM Commuter Rail. However, Wisconsin Governor Doyle vetoed some funding aspects necessary for the KRM service that effectively stopped ongoing efforts in regard to creating the new service. Until the region can work out a funding source for this effort, the KRM Commuter Rail project will remain on hold. There are no current plans or initiatives to renew the funding initiative. However, significant planning groundwork has been performed and this initiative could emerge again in the future.



SECTION 3: PARKING AND TRANSPORTATION

Streetcar

KAT also operates a streetcar loop in Downtown along 54th and 56th Streets (see Figure 3-10). The streetcar loop connects with the McCarthy Transportation Center and the Metra Station. During the season the streetcars operate every 15 minutes. The service does not operate from January through March. The cost is \$1.00 for adults and \$0.50 for children.

There are almost 55,000 annual riders.

Daily service is provided using one of five refurbished Toronto streetcars, each painted in a different color scheme. Operating hours vary by season, with a shorter schedule provided during the winter months. The former Toronto streetcars are 1940's vintage that were obtained after Toronto retired its fleet in 1995. All of the cars are stored and serviced in McCarthy Transportation Center, which also provides easy transfers to local bus routes.

One of the features of the Kenosha system is its attractive right-of-way through the city. Kenosha offers an excellent example of how a streetcar line can blend in very well with its surroundings, and has the appearance of a system that was planned as part of the community, not added as an afterthought. Much of the right-of-way has been carefully landscaped.

The streetcar is as much of a cultural, historic and recreation attraction as it is part of the transit system. It is an iconic feature of the Downtown that attracts regional, national and international visitors to Kenosha. There is even a Kenosha Streetcar Society with members that support the streetcar system.

The streetcar loop is slightly less than two miles in length. Kenosha has secured funding to expand the system and may be able to double the length of the system. System expansion planning still needs to be initiated, but it is likely that the streetcar line would be expanded to the north and south. The expansion will allow for connections to significant land uses, especially businesses and cultural institutions.

The system expansion would provide opportunities for public-private partnership. The addition of the streetcar in front of a business establishment or cultural institution would add to the value of the business or cultural institution. The system expansion also could be used to encourage redevelopment of some properties in the Downtown. When the system planning process is initiated, it will be important to integrate the transportation planning with land use planning.



A streetcar runs along 56th Street



Figure 3-10: Streetcar & Major Destinations Map

SECTION 3: PARKING AND TRANSPORTATION

AUTOMOBILE NETWORK

The automobile network in Downtown Kenosha is a dense, well developed grid.

The grid provides a well-connected system that provides ample opportunities for motorists to travel to their destinations.

When the railroad was elevated on an embankment through Downtown Kenosha, nearly all of the cross streets were kept intact resulting in a series of viaducts that help preserve the street grid network's continuity. Because of this, access to Downtown Kenosha is possible on multiple streets.

Given that the Downtown is established, there is little opportunity to expand the automobile network. Some traffic congestion reduction or mitigation could be provided through signal timing or intersection improvements. Still, these improvements would have minimal impact.

As the Downtown expands, the expansion of alternative forms of transportation (bicycling, transit and walking) will provide better solutions to move people.

Along this line, it appears that some streets may have capacity to allow for bicycle lanes and or streetcar expansion. This change in roadway configuration is sometime referred to as road diet where the use of a road for automobile is reduced for improved conditions for bicycling, transit or walking.



Sheridan Road near 47th Street - looking south



Figure 3-11. Parking Network Map

SECTION 3: PARKING AND TRANSPORTATION

PARKING

The *Downtown/Uptown Parking Study* prepared in November 2008 provided a comprehensive evaluation of parking. The study indicated that approximately 95% of Downtown workers commute by automobile and 5% walk to work. The study provided recommendations to improve transportation alternatives, increase public parking, and encourage more land use density and diversity.

Figure 3-11 shows the parking locations in the Downtown and illustrates that there is a large amount of private parking and a lack of off-street public parking in the Downtown core. The table below provides a summary of the overall parking spaces. Of note, a quick field survey of the Downtown identified some changes in parking that are not reflected in the table below.

Downtown Parking Supply		
Percentage	Number	Type
26.7%	2,523	on-street
55.7%	5,240	off-street private
17.7%	1,672	off-street public
Total	9,435	

Community members gave mixed opinions about the availability of parking. Some said indicated no issues, and others said there was not enough. It appears that there may be a perceived surplus or deficit of parking depending on one's knowledge of the location of the parking lots, and the time of day or season of the year when parking.

However, there is actually a surplus of parking in the Downtown. In the short-term this surplus could be addressed through management strategies that include better enforcement, restricted on-street parking, improved marketing of the public parking, and wayfinding signage to the public parking.

Using turnover and occupancy studies, a parking demand analysis and a parking demand model, the parking study suggested that additional parking spaces are needed. The parking study recommended using parking structures and reducing private individual parking lots and overall surface parking.

The study states that supply is adequate given the current level of development. However, since much of Downtown Kenosha is vacant or not fully developed, it is believed that parking demand will exceed supply as the downtown grows.

The greatest demand for parking in the future is expected to be in the core of downtown where space will be in greatest demand.



Many public parking lots have no signage making them hard to identify.



Signage clearly identifies parking availability.

The parking study identified a need for a new public parking structure in the Downtown in order to support greater economic development and accommodate parking needs associated with new construction and infill of vacant building space. Given the large amount of vacant building space and the desire to increase land use density and diversity, additional parking will be needed. The parking study suggested three sites along 56th Street that were candidates for a parking structure. All three sites provided a close connection to the streetcar system. Given that it has been more than four years since the study was prepared, an update of the site selection would be warranted.

A key policy issue is whether the additional parking is provided as development occurs or ahead of development. Companies that are looking to move into the Downtown want to know if there is adequate parking. Having a surplus of parking can be a promotional tool to stimulate new development. With new construction the developer could have an option of paying a fee-in-lieu of providing the parking. The fee would be used to finance public parking. Another option to increase supply is to encourage public-private partnerships.

On-street parking is allowed along many streets in the downtown. It is free, but limited to two hours. More than 25% of the supply in the Downtown is off-street parking. An employee survey done as part of the parking study indicated that as many as 36% of the employees are parking on-street. During the off-peak season, this would be okay. However, during the peak season, employees should be encouraged to use off-street parking and allow shoppers or visitors to use the closer on-street parking. Also, given the large amount of on-street parking availability there may be opportunities to use on-street parking for bicycle improvements, streetcar system expansion, streetscape, sidewalk widening and bus stops.

Another recommendation was to discourage future development of private surface parking lots in the Downtown. Small surface lots disrupt pedestrian activity. Surface lots and large breaks between buildings can discourage walking. People tend to walk farther with an enjoyable and comfortable environment. Landscaping, lack of driveways, streetscape, and interesting store fronts create a more interesting environment for walking. Many parts of the Downtown include these features.



Two-hour parking is the predominant form of time restricted, on-street parking in Downtown Kenosha.



A surface parking lot along 55th Street creates a gap in the building line, and introduces a driveway that interrupts the sidewalk. This reduces visual unity and detracts from the walking environment.

SECTION 3: PARKING AND TRANSPORTATION

Individual private surface lots reduce the potential for shared use parking since it is generally intended to be used by one land use on the lot or property. Shared-use parking and help reduce the overall amount of parking needed. Surface lots also reduce the amount of land or floor area that can be developed on a property. Higher land use densities can be achieved with parking structures rather than surface parking lots.

Privately developed parking supply can be inefficient in an urban environment. Parking structures can allow for increased densities and mixed land use. Figures 3-12 and 3-13 suggest how publicly provided shared parking can be more cost effective by providing less area devoted to parking.

Privately supplied parking can be discouraged through amendments or changes to the parking requirements in the zoning. The parking study provides a recommendation for minimum/maximum parking ratios based on land use categories.

The parking study also identified a need for additional parking at the Kenosha Hospital. The Kenosha Hospital needs additional parking to serve current and future needs. It was suggested that the City negotiate with the Hospital for additional parking when that facility needs to expand its facility.

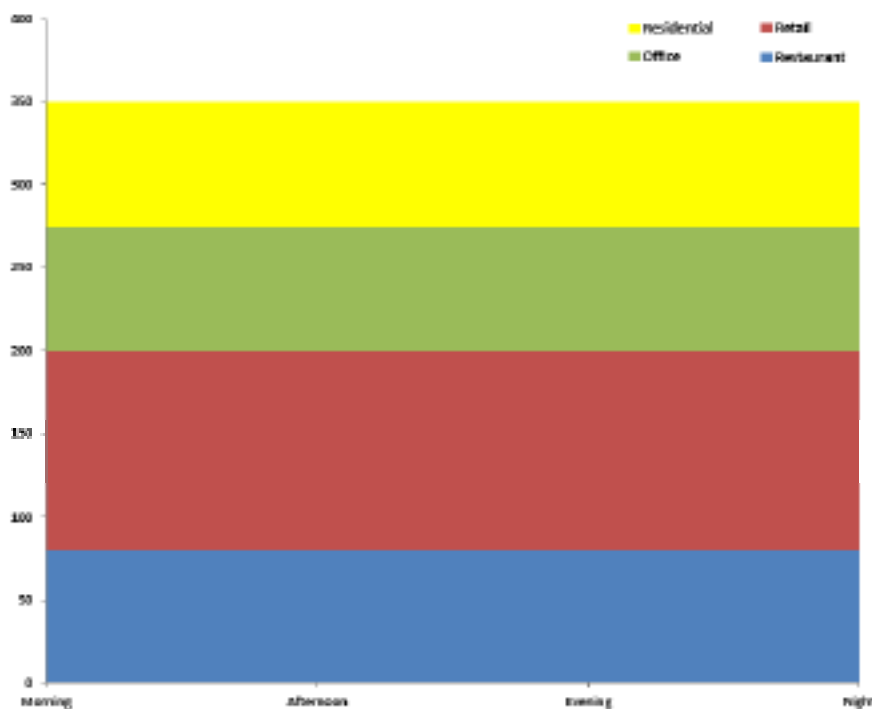


Figure 3-12: Traditional Parking Requirements

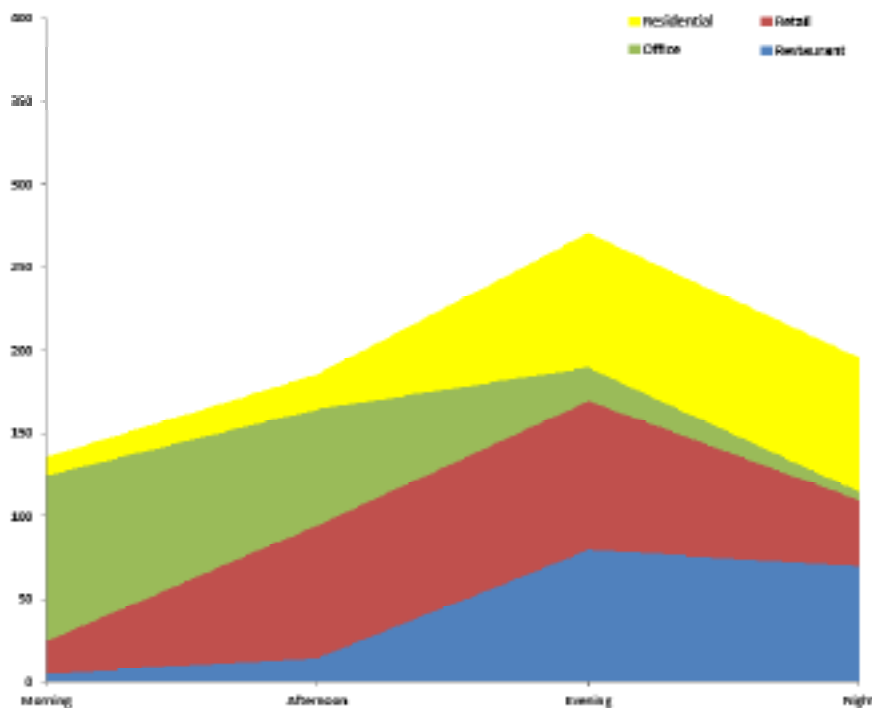


Figure 3-13: Shared Parking Requirements

CONCLUSIONS

Downtown Kenosha has an established street grid that provides a strong foundation for Complete Streets. Due to its short blocks and frequent pedestrian crossings, Downtown Kenosha is accessible to many people in its current state.

However, there are gaps and barriers in the network that limit access and mobility for pedestrians and bicyclists. Additional pedestrian crossing enhancements, bicycle lanes or routes, and bicycle parking is needed. While sidewalks may be provided on nearly every street, the quality of the sidewalk and lack of streetscape makes walking an undesirable mode of transportation on some streets.

Parking in the downtown is an issue that has been mentioned by many different stakeholders. In the future, demand likely will exceed supply as Downtown develops. However, parking supply will need to be coordinated and calibrated with new development and land use mixes so as to be convenient to Downtown destinations, regulated in a way that supports short- and long-term parking activities, and offers cost effective solutions over time. Perhaps most importantly, customers, residents and visitors all stated that parking information is lacking and that improved parking and wayfinding information may help to address perceptions about inadequate supply.

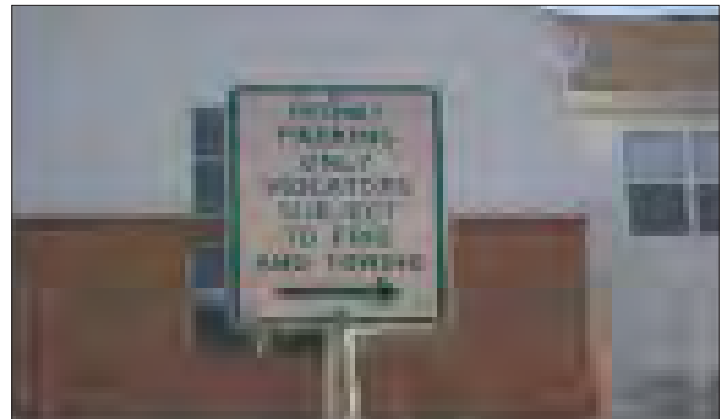
Downtown Kenosha has a very well established transportation system that provides for all modes of transportation in a continuous, connected grid network.

Bicycle parking is needed and should be coordinated with automobile parking and land uses that generate pedestrian activity. Bicycle parking, like automobile parking, is an important transportation component that allows a quick change to another mode. Bicycle parking should be a standard component of future streetscape and other roadway projects.

Gateway improvements would help travelers know that they have reached the Downtown. The gateway improvements could include wayfinding signage, streetscape features or other visual cues to help orient travelers that they have arrived.



The public parking lot north of the Metra Station includes one side for restaurant users and another side for permit parking. This is unclear and confusing to motorists.



Many permit signs are small and difficult to identify. It is also unclear how someone would obtain a permit.

SECTION 3: PARKING AND TRANSPORTATION

The on-line survey indicated that visitors to the Downtown frequently parked 2 to 3 times during a visit. This is an indication that it is very easy to park in the Downtown and there is not an incentive for people to walk. Another possible explanation is that there is a lack of long-term public parking. It appears there is a disconnect for visitors to Downtown because visitors to the beach don't go into Downtown, and visitors to Downtown don't go to the beach.

Improvements in the pedestrian realm would help to make walking a more enjoyable alternative transportation mode. Better streetscape and urban design, Complete Streets concepts, bicycle improvements, wayfinding signage, and encouragement of the streetcar system would help to get more people to use alternative forms of transportation and rely less on the automobile.

Stakeholders have mentioned the idea of working with Metra to support special events to provide extras trains from Chicago to get people up to Kenosha's summer festivals. While this is a very good idea and worthy of merit, Metra may be reluctant to expand service a community outside of northeast Illinois. Kenosha may want to look at directly subsidizing a special train for these events.

Stakeholders mentioned marketing the streetcar for special events. This would include encouraging visitors to use easy and plentiful parking on the west side of the downtown to access festivals near the lakefront. It would have the benefits of avoiding headaches and parking problems. This idea will be further investigated as part of this planning process.

Stakeholders mentioned that people visiting Simmons Island are disconnected from the Downtown commercial and cultural areas. Previous plans have suggested a pedestrian bridge over the waterway to connect the two. While this is a good idea, the expense of a new bridge and need to maintain the open waterway would make this alternative expensive. Alternatives should be considered, including a marine taxi during festival and peak periods. Additionally, the *Simmons Island Master Plan* suggested adding a multi-use path and bicycle ramp to the 50th Street Bridge. A shuttle bus is another option, as well as extending a bus route or the streetcar system. Lighting and other design improvements could make this a very attractive connection.



MARKET ANALYSIS

SECTION 4

SECTION 4: MARKET ANALYSIS

KENOSHA'S DEMOGRAPHICS

POPULATION AND HOUSEHOLDS

With a population of nearly 100,000, Kenosha is Wisconsin's fourth largest city, ranking behind Milwaukee, Madison, and Green Bay.

Kenosha's population grew by 9.8% between 2000 and 2010, while the Wisconsin population increased by 6.0%.

Kenosha represents 59.6% of the population of Kenosha County. The next largest communities in the county are the Village of Pleasant Prairie (population 19,719) and the Town of Salem (population 12,067).

Kenosha County grew from 149,577 to 166,420 between 2000 and 2010, an 11.3% increase. While the portion of the County outside the City of Kenosha grew at a faster rate than the City, the City of Kenosha still accounted for 52.6% of the County's population growth.

The number of households grew by 6.6% in the City and 11.8% in the County. Kenosha accounted for 35.2% of household growth in the county, with the majority of the household growth occurring in smaller villages and towns in the county.

Detailed population and household characteristics as reported in the 2010 Census are presented on the following pages.

Table 4-1: Population & Household Growth 2000-2010

	Population			Households		
	2000	2010	Change	2000	2010	Change
City of Kenosha	90,352	99,218	9.8%	35,053	37,376	6.6%
Kenosha County	149,577	166,420	11.3%	58,057	62,850	11.8%
Kenosha County excluding City	59,225	67,202	13.5%	21,004	25,274	20.3%

Source: U.S. Census Bureau 2010

Table 4-2: Population & Households by Race

	City of Kenosha		Kenosha County (excl. City)	
	Number	Percent	Number	Percent
Population by Race				
Total	99,218	100.0%	67,202	100.0%
Population Reporting One Race	93,466	94.2%	60,133	89.5%
White	76,510	77.1%	62,007	83.0%
Black	9,676	9.8%	1,136	1.7%
American Indian	578	0.6%	236	0.4%
Asian	1,671	1.7%	722	1.1%
Pacific Islander	61	0.1%	33	0.1%
Some Other Race	6,381	6.5%	1,119	1.7%
Population Reporting Two or More Races	3,752	3.8%	1,069	1.6%
Total Hispanic Population	16,130	16.3%	3,462	5.1%
Households by Race of Householder				
Total	37,376	100.0%	25,274	100.0%
Householder is White Alone	30,960	82.9%	24,147	95.6%
Householder is Black Alone	3,219	8.6%	376	1.5%
Householder is American Indian Alone	301	0.8%	79	0.3%
Householder is Asian Alone	557	1.5%	217	0.9%
Householder is Pacific Islander Alone	21	0.1%	13	0.1%
Householder is Some Other Race Alone	1,792	4.8%	786	3.1%
Householder is Two or More Races	686	1.8%	216	0.9%
Households with Hispanic Householder	4,695	12.5%	781	3.1%

Data Note: Hispanic population can be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

Table 4-3: Household Types & Characteristics

	City of Kenosha		Kenosha County	
	Number	Percent	Number	Percent
Households by Type				
Total	37,376	100.0%	25,274	100.0%
Households with 1 Person	10,793	28.9%	9,425	37.3%
Households with 2+ People	26,583	71.1%	15,849	62.7%
Family Households	24,080	64.5%	13,152	52.1%
Married-couple Families	16,031	42.9%	14,894	58.2%
With Own Children	7,488	20.0%	5,991	23.1%
Other Family (No Spouse Present)	8,059	21.6%	3,454	13.7%
With Own Children	6,089	16.3%	1,317	5.2%
Nonfamily Households	2,523	6.8%	1,496	5.9%
All Households with Children	13,742	36.8%	8,538	33.8%
Multigenerational Households	1,278	3.4%	858	3.4%
Unmarried Partner Households	3,079	8.2%	1,744	6.9%
Male-female	2,852	7.6%	1,577	6.2%
Same-sex	227	0.6%	167	0.7%
Average Household Size	2.50		2.58	
Population by Relationship and Household Type				
Total	99,218	100.0%	67,202	100.0%
In Households	95,730	96.5%	60,065	89.5%
In Family Households	79,723	80.3%	37,147	56.8%
Householder	24,080	24.3%	13,152	20.0%
Spouse	16,031	16.2%	14,894	22.3%
Child	12,094	12.2%	21,379	31.9%
Other relative	3,310	3.3%	1,830	2.8%
Nonrelative	2,604	2.7%	1,236	1.9%
In Nonfamily Households	16,505	16.6%	8,916	13.2%
In Group Quarters	3,488	3.5%	1,118	1.7%
Institutionalized Population	1,829	1.8%	217	0.3%
Noninstitutionalized Population	1,658	1.7%	899	1.4%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. For multiracial block group data, which is used to estimate polygamy or non-standard geography. Average family size excludes households.

Source: U.S. Census Bureau, Census 2010 Summary File 1.

DOWNTOWN POPULATION

Downtown Kenosha, as defined for this study, has a population of 4,682 and 2,090 households. Both population and households increased since 2000.

Racial and ethnic characteristics reported in the Downtown are generally in proportion to those of the City as a whole.

A few data items on the table on Table 4-6 are notable from a market point of view:

- 48% of all households have one person.
- Only 23.1% of households contain children.
- 8.8% of the population lives in group quarters, which may include the jail, Dayton Hotel residence, or dorm rooms (at the time) at the Best Western.

This profile, which is quite typical of Downtowns, indicates that the Downtown environment often attracts smaller households and households without children.

Table 4-4: Population & Household Growth 2000-2010

	Downtown Kenosha		
	2000	2010	Change
Population	4,387	4,682	6.7%
Households	1,850	2,090	13.0%

Source: U.S. Census Bureau 2010

Table 4-5: Downtown Kenosha Population & Household by Race

Population by Race		Number	Percent
Total		4,681	100.0%
Population Reporting One Race		4,604	98.3%
White		3,341	71.4%
Black		791	16.9%
American Indian		29	0.6%
Asian		81	1.7%
Pacific Islander		2	0.0%
Some Other Race		282	6.0%
Population Reporting Two or More Races		175	3.7%
Total Hispanic Population		725	15.5%
Households by Race of Householder			
Total		2,086	100.0%
Householder is White Alone		1,654	79.1%
Householder is Black Alone		281	12.5%
Householder is American Indian Alone		11	0.7%
Householder is Asian Alone		27	1.3%
Householder is Pacific Islander Alone		1	0.0%
Householder is Some Other Race Alone		82	3.9%
Householder is Two or More Races		51	2.4%
Households with Hispanic Householder		203	9.7%

Source: U.S. Census Bureau Census 2010 Summary File 1

Table 4-6: Downtown Kenosha Population & Households by Type

Households by Type	Number	Percent
Total	2,090	100.0%
Households with 1 Person	1,003	48.0%
Households with 2+ People	1,087	52.0%
Family Households	875	41.9%
Husband-wife Families	507	24.3%
With Own Children	202	9.7%
Other Family (No Spouse Present)	368	17.6%
With Own Children	238	11.4%
Nonfamily Households	212	10.1%
All Households with Children	409	23.1%
Multigenerational Households	40	1.9%
Unmarried Partner Households	177	8.5%
Male-female	166	7.9%
Same-sex	11	0.5%
Average Household Size	2.04	
Population by Relationship and Household Type		
Total	4,682	100.0%
In Households	4,271	91.2%
In Family Households	2,764	59.0%
Householder	873	18.6%
Spouse	506	10.8%
Child	1,145	24.5%
Other relative	143	3.1%
Nonrelative	186	4.0%
In Nonfamily Households	1,487	31.8%
In Group Quarters	411	8.8%
Institutionalized Population	240	5.1%
Noninstitutionalized Population	171	3.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households, unless they are the number of the household related to the household. Multigenerational and unmarried partner households are reported only to the tract level. For estimated block group data, which is used to estimate polygons or non-standard geography, average family size excludes nonrelatives.

Source: U.S. Census Bureau Census 2010 Summary File 1

ALL HOUSEHOLDS BY AGE AND INCOME

Tables on the following two pages present estimates of households by age and income in Kenosha and Kenosha County. Median and average household incomes in the city are less than those in the county across all age groups except seniors. As shown on Figure 4-1, the City contains significantly more households in all income categories under \$100,000. The density in the city and solid household incomes provide the aggregate income base that appeals to retailers.

As shown on Figure 4-2, the City of Kenosha has more households in all age groups than the county. In the 55 to 64 and 65 to 74 age categories, however, the difference in totals is less significant than in the other categories.

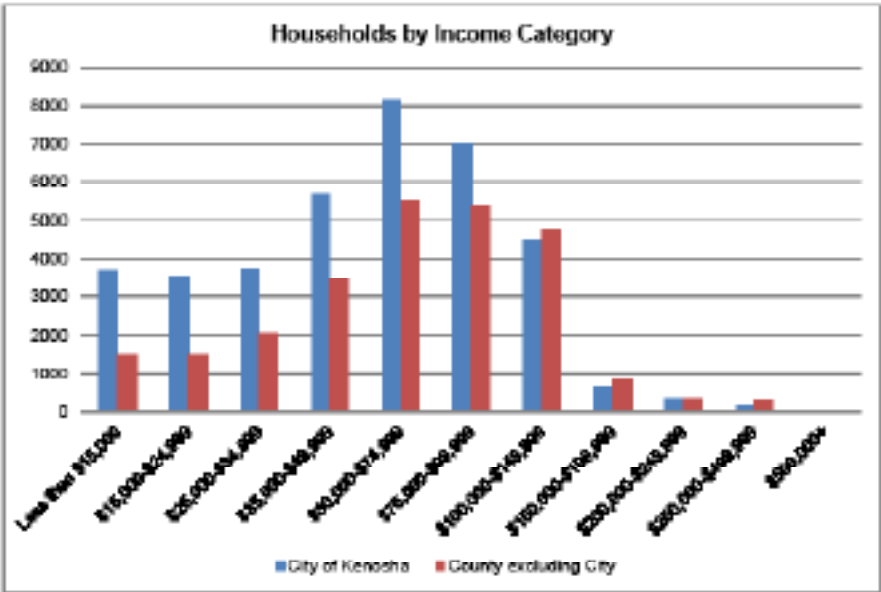


Figure 4-1: Households by Income Category

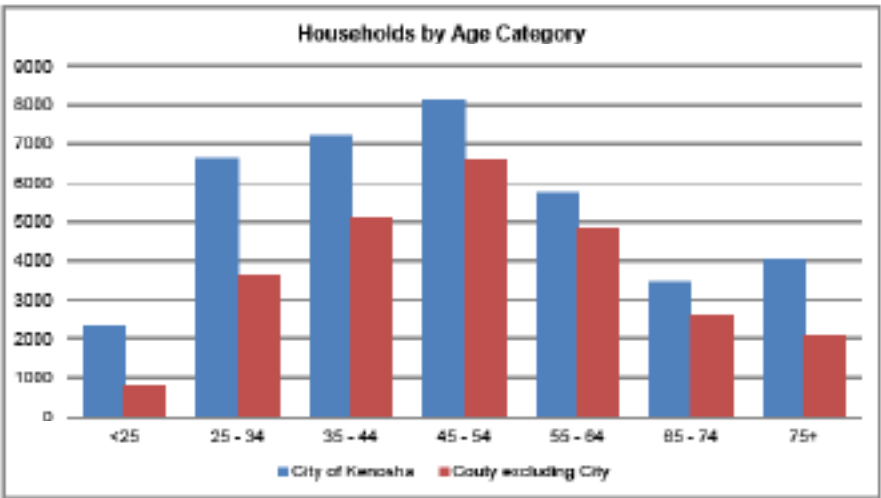


Figure 4-2: Households by Age Category

Table 4-7: City of Kenosha 2010 Households by Income & Age of Householder

City of Kenosha HH Income Base	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
	2,334	6,625	7,217	8,124	5,742	3,453	4,018	37,511
								0
Less than \$15,000	479	404	450	513	363	503	688	3,700
\$15,000-\$24,999	357	588	401	418	433	538	799	3,534
\$25,000-\$34,999	268	881	721	503	397	506	514	3,771
\$35,000-\$49,999	405	1,411	952	950	1,001	512	457	5,688
\$50,000-\$74,999	381	1,794	1,800	1,807	1,388	484	478	8,142
\$75,000-\$99,999	224	801	1,667	2,438	1,090	439	384	7,043
\$100,000-\$149,999	144	643	1,034	1,254	818	319	248	4,458
\$150,000-\$199,999	53	84	89	182	123	54	79	664
\$200,000-\$249,999	19	38	60	39	80	38	59	333
\$250,000-\$499,999	3	1	40	18	46	43	10	161
\$500,000+	0	0	3	2	5	7	0	17
Median HH Income	\$36,854	\$50,388	\$62,318	\$72,448	\$59,442	\$38,178	\$28,585	
Average HH Income	\$47,806	\$57,824	\$69,555	\$73,139	\$70,765	\$57,517	\$45,328	

Data Note: Income reported for July 1, 2010 represents annual income for the preceding year, expressed in current (2008) dollars, including an adjustment for inflation.

Source: Esri Forecasts for 2010.

Table 4-8: Kenosha County 2010 Households by Income & Age of Householder

Kenosha County HH Income Base	<25	25-34	35-44	45-54	55-64	65-74	75+	Total
	3,153	10,257	12,337	14,899	10,802	6,050	6,101	63,199
								0
Less than \$15,000	577	539	545	726	558	798	1,498	5,227
\$15,000-\$24,999	454	747	555	619	622	831	1,205	5,033
\$25,000-\$34,999	370	1,139	875	782	722	1,032	798	5,818
\$35,000-\$49,999	593	2,080	1,585	1,512	1,619	1,053	689	9,131
\$50,000-\$74,999	521	2,836	2,834	3,156	2,452	918	725	13,640
\$75,000-\$99,999	303	1,581	3,091	4,022	2,221	665	540	12,423
\$100,000-\$149,999	184	1,042	2,147	3,080	1,862	520	381	9,226
\$150,000-\$199,999	96	133	241	532	267	97	133	1,499
\$200,000-\$249,999	37	58	131	135	151	62	121	693
\$250,000-\$499,999	8	4	122	122	118	65	20	459
\$500,000+	0	0	11	13	12	11	3	50
Median HH Income	\$36,338	\$53,385	\$68,814	\$77,240	\$65,927	\$39,027	\$28,774	
Average HH Income	\$50,628	\$60,868	\$76,985	\$82,139	\$76,739	\$58,012	\$46,897	

Data Note: Income reported for July 1, 2010 represents annual income for the preceding year, expressed in current (2008) dollars, including an adjustment for inflation.

Source: Esri Forecasts for 2010.

SECTION 4: MARKET ANALYSIS

KENOSHA'S ECONOMY

JOB TRENDS

Kenosha County has fared relatively well in the current recession. In 2005, employment in all industries reached 55,591 before falling in each of the following four years. In 2010, the number of jobs grew by 1,198 to reach 53,150.

Job losses in the manufacturing sector made the largest contribution to the overall decline – see Figure 4-3 and Table 4-9. Between 2005 and 2010, the number of manufacturing jobs in Kenosha County decreased by 3,663. The closing of the Chrysler Engine Plant was among the contributors to the loss of jobs in this sector. Construction also accounted for a significant share of the lost jobs.

On the positive side, the Health Care & Social Assistance industry has steadily added jobs, while Education Services, Retail Trade, and Accommodation & Food Services have been stable sectors.

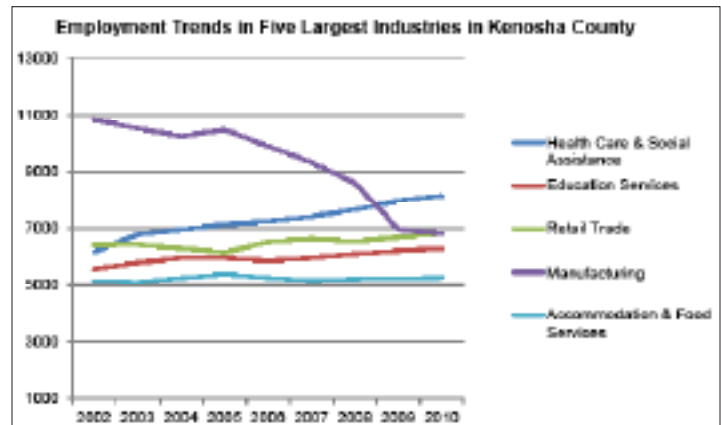


Figure 4-3: Employment Trends in Five Largest Industries in Kenosha County

Table 4-9: Average Monthly Employment in Kenosha County by Industry

NAICS	Industry	2002	2003	2004	2005	2006	2007	2008	2009	2010
	All Industries	58,720	61,082	62,881	65,081	64,875	64,085	64,015	61,882	63,150
11	Ag Forestry Fishing & Hunting	0	0	0	0	0	0	0	0	0
21	Mining Quarrying & Oil & Gas Ext	0	0	0	0	0	0	0	0	0
22	Utilities	349	363	363	351	350	345	324	310	305
23	Construction	2,197	2,393	2,314	2,629	2,494	2,693	1,867	1,014	1,039
31-35	Manufacturing	18,839	18,687	18,381	18,494	18,887	18,217	18,087	18,884	18,831
42	Wholesale Trade	1,898	2,018	2,344	2,182	2,338	2,380	2,492	2,180	2,339
44-45	Retail Trade	8,410	8,429	8,381	8,149	8,018	8,024	8,092	8,081	8,037
48-49	Transportation & Warehousing	1,475	1,685	1,657	1,875	1,822	1,884	1,774	1,649	1,740
51	Information	0	0	0	0	427	497	0	0	295
62	Finance & Insurance	1,027	1,095	1,017	1,095	1,149	1,099	1,095	1,015	991
63	Real Estate & Rental & Leasing	484	685	695	695	692	694	689	485	475
64	Professional & Technical Services	822	894	824	1,040	1,052	1,092	1,099	1,185	1,104
65	Mgt Of Companies & Enterprises	412	439	689	685	655	775	681	785	880
68	Admin & Waste Services	1,082	1,015	1,084	3,785	3,182	3,280	4,010	3,335	3,687
69	Education Services	5,891	5,787	5,891	5,854	5,887	5,895	5,895	5,382	5,391
70	Health Care & Social Assistance	8,189	8,775	8,847	7,125	7,231	7,284	7,087	7,885	8,145
71	Arts Entertainment & Recreation	1,045	1,055	1,145	1,124	1,034	1,185	1,119	1,085	854
72	Accommodation & Food Services	5,140	5,082	5,345	5,381	5,354	5,145	5,285	5,339	5,334
81	Other Services Exc Public Admin	1,781	1,835	1,840	1,881	1,891	1,840	1,745	1,689	1,612
82	Public Admin	2,892	2,995	3,045	3,045	3,082	3,130	3,235	3,292	3,434
88	Unclassified	0	0	0	0	0	0	0	0	0

0=Suppressed Data

Source: Wisconsin Department of Workforce Development
Bureau of Workforce Training - Labor Market Information
<http://WISCEDData.Wisconsin.gov>

PLACE OF WORK

Nearly two out of five workers who live in the City of Kenosha commute to jobs outside the County. For workers living in Kenosha County but outside of the City, 56.4% work outside the County.

The data in Table 4-10 indicate that more Kenosha County workers are more likely to commute to Illinois than to Racine County or other Wisconsin counties north and west of Kenosha County.

While this data reveals a strength of the Kenosha location—access to regional employment opportunities—it also suggests a drawback for the Downtown.

In their daily lives, nearly 47% of workers in Kenosha County are commuting to a job outside the county.

Downtown stores, restaurants, and entertainment venues are less likely to be a part of the day-to-day life of workers travelling in other directions to their jobs.

MEANS OF TRANSPORTATION

The large majority, 93%, of Kenosha workers get to work by driving alone or carpooling. Table 4-11 presents a breakdown of means of transportation.

Only 1.4% of workers living in the County use public transportation. Biking and walking to work is more common among workers who live in the City, representing 2.3% of workers.

A more vital Downtown Kenosha has the potential to shift more workers away from driving to work.

Table 4-10: Workers Age 16+ Years by Place of Work

	City of Kenosha		Kenosha County (excl. City)	
	Number	Percent	Number	Percent
Total Workers 16+	43,453	100.0%	34,491	100.0%
Worked in state and in county of residence	29,414	60.8%	15,830	43.6%
Worked in state and outside county of residence	8,688	15.4%	8,688	15.4%
Worked outside state of residence	10,351	23.8%	12,775	37.0%

Source: American Community Survey 2005-2009, U.S. Census Bureau

Table 4-11: Workers Age 16+ Years by Means of Transportation

	City of Kenosha		Kenosha County (excl. City)	
	Number	Percent	Number	Percent
Total	43,453	100.0%	34,491	100.0%
Drove Alone	35,391	81.4%	29,028	84.2%
Carpooled	4,730	10.9%	3,294	9.6%
Public Transportation	735	1.7%	345	1.0%
Bus or Trolley Bus	554	1.3%	145	0.4%
Streetcar or Trolley Car	0	0.0%	0	0.0%
Subway or Elevated	27	0.1%	15	0.0%
Railroad	154	0.4%	185	0.5%
Motorcycle	155	0.4%	145	0.4%
Bicycle	152	0.3%	9	0.0%
Walked	888	2.0%	391	1.1%
Other Means	328	0.8%	200	0.6%
Worked at Home	1,074	2.5%	1,079	3.1%

Source: American Community Survey 2005-2009, U.S. Census Bureau

SECTION 4: MARKET ANALYSIS

MAJOR EMPLOYERS

Table 4-12 lists the 25 largest employers in Kenosha County and indicates those with Downtown locations. The main offices of both the City and County are Downtown, and two employment firms and one social services agency have Downtown offices. United Hospital System, the second largest employer in the county, maintains a Downtown campus.

Kenosha Medical Center Campus, with an address of 6308 Eighth Avenue, is bounded by 62nd Street (north), 8th Avenue (east), 64th Street (south), and Route 50 (west), with a bridged parking deck located on the east side of 8th Avenue. The 1,600 health care workers include about 200 physicians. The hospital serviced about 364,000 outpatient visits in a recent year.

Kenosha Medical Center Campus is part of United Hospital System, which was created 15 years ago by the Kenosha Hospital and St. Catherine's Hospital. In 2002, a new St. Catherine's Medical Center Campus opened on a 50-acre site in the Village of Pleasant Prairie. The Downtown campus retained all "back-of-the house" services, and investments and expansions have continued, including a fitness and cardio rehab center.

Table 4-12: Largest Employers in Kenosha County

Rank	Employer	Sector
1	Kenosha Public Schools	Education
2	United Hospital System *	Healthcare
3	County of Kenosha**	Government
4	City of Kenosha **	Government
5	Uline	Corporate Offices
6	Simplified Staffing	Business Service
7	Aurora Health Care	Healthcare
8	U W Parkside	Education
9	Walmart	Retail
10	Gateway Technical College	Education
11	Village of Pleasant Prairie	Government
12	Carthage College	Education
13	Ocean Spray Cranberries	Food Processing
14	Supervalu	Retail
15	Kenosha Beef	Food Processing
16	Halpin Personnel***	Business Service
17	Employment Solutions Network***	Business Service
18	Society's Assets***	Healthcare/Social Service
19	Aurora Medical	Healthcare
20	Q P S	Business Service
21	Jockey International	Corporate Offices
22	Fair Oaks Farms	Food Processing
23	WE Energies	Utility
24	Rust-Oleum	Manufacturing
25	Albany-Chicago	Manufacturing
*	Main campus in downtown Kenosha	
**	Most employees are located downtown	
***	Downtown headquarters	

Source: Wisconsin Labor Market Information

OFFICE WORKER SPENDING

The International Council of Shopping Centers (ICSC) recently released their updated research on spending by office workers, *Office-Worker Retail Spending in a Digital Age*. As ICSC states in their introduction:

"Knowing something about the shopping behavior of office workers is important market information to understand this potential source of consumer demand by retailers, restaurants and other support services. This information also is useful for city planners and economic development analysts who strive to better understand mixed-use developments, retail needs surrounding office buildings and plan for the future of their cities."

The ICSC study reports that 62% of office workers patronize full-service restaurants and fast food, deli, and lunch eateries, and 53% of office workers spend money for goods and services.

On a national basis, workers spend an average of \$129.18 per week in the immediate vicinity of their place of work.

21% of the expenditures are at eating establishments, an 79% are for goods and services. These figures include workers who reported that they spent nothing, so they represent an average per worker.

Some of the categories that benefit from spending by downtown workers include clothing, shoes, sporting goods, electronics, jewelry, and office supplies as well as personal care and services and entertainment. Downtown Kenosha does not have some of the categories of stores and services included in the survey. The highest average weekly expenditure, for example, is for grocery stores (\$19.79 per week). The ICSC research suggests that a downtown worker is likely to spend roughly \$1,000 per year near their place of work for grocery items. A drug store captures an average of about \$330 of annual spending from each worker.

Community Input

Throughout the stakeholder interviews and in the survey, the importance of the Downtown workforce was recognized as a way to increase the "headcount". A small-business incubator is one approach to bringing more workers Downtown. Another approach, on a much larger scale, would be to attract a national or regional headquarters to the Downtown. The offering of a prime site and financial incentives would be part of this headquarters strategy. Business retention efforts for large and small businesses are also key to maintaining momentum.

RETAIL MARKET OVERVIEW

RETAIL SALES TRENDS

The state's retail sales tax rate in Kenosha County is 5.5%, with a half-percent returned to the county. Kenosha is currently one of 62 Wisconsin counties out of a total 72 counties that collects a sales tax. The tax applies to retail sales, lodging, and amusements as well as selectively to services and telecommunications.

The state's report on tax collections reflects trends in retail sales. In recent years, Kenosha County has ranked third in Wisconsin in levied sales and use taxes. First-place Milwaukee County typically receives taxes that are about six times those of Kenosha County. Dane County ranks second, with tax receipts roughly four times those of Kenosha County. Over ten years, Kenosha County has consistently been ranked in a cluster with Rock, LaCrosse, and Marathon Counties.

The graphic below shows Kenosha County's half-percent collection for the last 10 years.

Sales fell in 2009 and 2010 before rebounding in 2011 to a historic high.



EXPENDITURE POTENTIAL AND RETAIL SALES

Table 4-13 on the next page presents estimates of retail demand and supply. Demand is estimated from typical household expenditures in various retail categories. *Esri Business Analyst*, the source of these data, considers household income among many other factors. For the City of Kenosha, Esri estimates retail demand or household expenditure potential of \$888.5 million. The demand estimate for the County (including the City) is \$1.6 billion. The demand estimate only is derived from households living in the defined area and does not include visitors or workers who may live elsewhere.

Retail sales are estimated by Esri from many sources, including the Census of Retail Trade, the Bureau of Labor Statistics' annual Consumer Expenditure Survey, the Census Bureau's Nonemployer Statistics and Infogroup business database. Retail sales are estimated at \$831 million for Kenosha and \$1.4 billion for the county.

For both the City and County, total expenditure potential exceeds total retail sales. The difference between expenditure potential and sales creates a gap that, in this case, represents leakage.

According to this model, the City and County are losing or leaking retail sales.

An objective of economic development is to capture lost sales and turn the gap into a surplus wherever possible. A surplus is accomplished when outsiders come to the trade area to shop and dine.

Esri identifies potential opportunities—categories with leakage—in furniture and home furnishings; electronics and appliances; clothing and clothing accessories; and food services and drinking places. With one exception, these categories lend themselves to independent retailers and are a good fit in the Downtown. While a Best Buy or other large-format store in the electronics and appliances category may not suit the character of Downtown, a Radio Shack, for example, would be appropriate. Radio Shack, which has three Kenosha stores, has a typical store size of 2,500 square feet.

Table 4-13: Retail Expenditures & Retail Sales, City of Kenosha & Kenosha County

Industry Summary	City of Kenosha, WI			Kenosha County, WI		
	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap (Demand - Supply)
Total Retail Trade and Food & Drink	\$888,468,863	\$831,059,123	\$57,409,740	\$1,630,013,051	\$1,382,056,287	\$247,956,764
Total Retail Trade	\$757,970,922	\$709,312,718	\$48,658,204	\$1,392,802,639	\$1,185,154,732	\$207,647,907
Total Food & Drink	\$130,497,941	\$121,746,405	\$8,751,536	\$237,410,412	\$196,901,555	\$40,508,857
Furniture & Home Furnishings	\$28,223,744	\$25,855,121	\$2,368,623	\$62,042,721	\$46,572,561	\$15,470,160
Furniture	\$20,391,686	\$19,887,457	\$504,229	\$38,120,013	\$36,267,162	\$1,852,851
Home Furnishings	\$7,832,058	\$5,967,664	\$1,864,394	\$14,722,708	\$10,405,499	\$4,317,209
Electronics & Appliance	\$18,828,420	\$13,270,130	\$5,558,290	\$34,910,063	\$18,609,634	\$16,300,429
Bldg Materials, Garden Equip. & Supply	\$31,732,422	\$34,540,688	-\$2,748,276	\$61,336,211	\$47,919,295	\$13,416,916
Food & Beverage	\$172,043,717	\$202,253,739	-\$30,210,022	\$311,065,070	\$258,372,900	\$52,692,170
Grocery	\$167,124,921	\$198,795,950	-\$31,671,029	\$302,170,615	\$251,042,164	\$51,128,451
Specialty Food	\$2,875,375	\$1,503,704	\$1,371,671	\$5,189,910	\$4,633,548	\$556,362
Beer, Wine, and Liquor	\$2,043,421	\$1,954,085	\$89,336	\$3,704,545	\$2,697,188	\$1,007,357
Health & Personal Care	\$38,454,433	\$35,139,759	\$3,314,674	\$70,255,370	\$68,324,827	\$1,930,543
Clothing and Clothing Accessories	\$35,648,179	\$7,313,302	\$28,334,877	\$64,883,889	\$39,711,271	\$25,172,618
Clothing	\$27,084,533	\$4,695,213	\$22,389,320	\$49,288,909	\$29,803,020	\$19,485,889
Shoe	\$5,422,463	\$1,456,020	\$3,966,443	\$9,785,642	\$7,599,025	\$1,046,617
Jewelry, Luggage, and Leather Goods	\$3,141,183	\$1,162,069	\$1,979,114	\$5,809,138	\$1,969,226	\$3,839,912
Sporting Goods, Hobby, Book, and Music	\$16,299,045	\$20,313,526	-\$4,014,481	\$29,746,536	\$25,458,562	\$4,287,974
Sporting Goods/Hobby/Musical Instrument	\$7,408,845	\$4,901,401	\$2,507,444	\$13,742,974	\$9,740,749	\$4,002,225
Book, Periodical, and Music	\$8,890,201	\$15,412,125	-\$6,521,924	\$16,003,562	\$15,717,813	\$285,750
General Merchandise	\$65,448,373	\$76,283,857	-\$10,835,484	\$119,914,108	\$123,928,184	-\$4,014,076
Department Excluding Licensed Depts.	\$42,780,353	\$19,842,574	\$22,937,779	\$78,615,212	\$39,048,866	\$39,566,346
Other General Merchandise	\$22,668,020	\$56,441,283	-\$33,773,263	\$41,298,896	\$64,879,318	-\$23,580,422
Miscellaneous Store Retailers	\$15,641,529	\$10,138,388	\$5,503,141	\$28,990,512	\$23,005,964	\$5,984,548
Florists	\$1,370,849	\$2,493,612	-\$1,122,763	\$2,658,986	\$2,629,212	\$29,774
Office Supplies, Stationery, and Gift	\$3,179,808	\$2,957,094	\$222,715	\$5,891,356	\$3,707,888	\$2,183,468
Used Merchandise	\$718,436	\$1,200,594	-\$482,158	\$1,325,677	\$1,515,980	-\$190,303
Other Miscellaneous Store Retailers	\$10,372,435	\$3,487,089	\$6,885,346	\$19,113,493	\$15,152,904	\$3,960,589
Food Services & Drinking Places	\$130,497,941	\$121,746,405	\$8,751,536	\$237,410,412	\$196,901,555	\$40,508,857
Full-Service Restaurants	\$44,088,568	\$41,711,388	\$2,377,179	\$80,182,009	\$70,867,782	\$9,314,227
Limited-Service Eating Places	\$67,055,451	\$63,255,988	\$3,799,463	\$122,208,459	\$98,738,523	\$23,469,936
Special Food Services	\$20,602,649	\$5,056,326	\$15,546,323	\$15,666,283	\$11,865,807	\$3,800,476
Drinking Places - Alcoholic Beverages	\$18,751,283	\$10,742,702	\$8,008,581	\$19,353,651	\$15,429,443	\$3,924,208
Nonstore Retailers	\$18,508,774	\$13,787,943	\$4,720,831	\$33,034,936	\$17,774,031	\$15,260,905
Motor Vehicle & Parts Dealers	\$176,127,638	\$101,733,144	\$74,394,494	\$328,563,084	\$289,526,665	\$39,036,419
Gasoline Stations	\$148,962,647	\$168,683,110	-\$27,720,463	\$256,260,339	\$305,850,748	-\$49,590,409

Source: ESRI Business Analyst

DOWNTOWN KENOSHA BUSINESSES

The types of businesses located in Downtown Kenosha have been estimated in two ways. The first is based on customized data from Esri – see Table 4-14, and the second snapshot is provided by data from the City of Kenosha as collected for the business improvement district (BID) – see Table 4-15.

Esri estimates that Downtown Kenosha is home to over 500 businesses with over 9,000 employees.

The most significant categories in terms of both the number of businesses and number of employees are health care and social assistance; public administration; retail trade; professional, scientific, and technical services; and accommodation and food services.

A similar profile is obtained from an analysis of the data collected for the BID and provided by the city. Restaurants, bars and specialty food; retail stores; and personal services / healthcare are the top categories.

In the recent survey for this plan, 37.0% of respondents said that dining was the purpose of their last visit Downtown, making it by far the largest draw. While the Downtown has a strong offering of restaurants, suggestions from the survey for expansions include: family-friendly dining, more opportunities for outdoor eating, and ethnic restaurants such as Middle Eastern, Thai, Indian, and Japanese.

Survey respondents suggested a number of businesses that they would like to see in the Downtown. The list includes a hardware store, office supplies, sports equipment and hobby store, and pet supplies with related services. Each of these is suitable to the Downtown and can be successfully operated by an independent owner. A bookstore was a very popular suggestion. Unfortunately, chain bookstores are not in an expansion mode and most independents are struggling.

Table 4-15: Downtown Kenosha Businesses by Category

Restaurants / Bars / Specialty Food	49
Retail Stores	45
Personal Services / Healthcare	44
Attorneys	33
Business Services	29
Financial / Real Estate	28
Cultural / Arts / Entertainment	22
Public	17
Churches	14
Social Services	12
Boats/Storage	5
Lodging	3
Total	301

Source: City of Kenosha

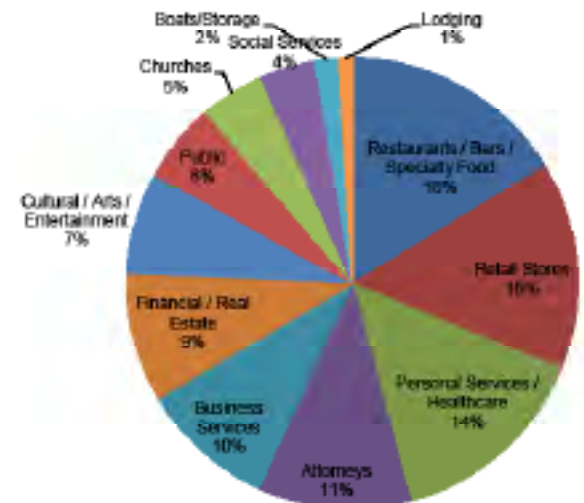


Table 4-14: Downtown Kenosha Businesses by NAICS Code

By NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Construction	12	2.4%	143	1.6%
Manufacturing	9	1.8%	141	1.6%
Wholesale Trade	8	1.2%	22	0.2%
Retail Trade	64	12.7%	378	4.2%
Transportation & Warehousing	5	1.0%	168	1.8%
Information	10	2.0%	295	3.3%
Finance & Insurance	37	7.4%	129	1.4%
Real Estate, Rental & Leasing	22	4.4%	44	0.5%
Professional, Scientific & Tech Services	64	12.8%	285	3.2%
Admin & Support & Waste Mgt & Remediation Services	15	3.0%	90	1.0%
Educational Services	15	3.0%	198	2.2%
Health Care & Social Assistance	57	11.4%	3,888	43.0%
Arts, Entertainment & Recreation	20	3.9%	188	1.8%
Accommodation & Food Services	48	9.1%	470	5.2%
Other Services (except Public Administration)	48	9.5%	342	3.8%
Public Administration	68	13.5%	2,287	25.2%
Unclassified Establishments	5	1.0%	3	0.0%
Total	504	100%	9,002	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

SECTION 4: MARKET ANALYSIS

GROCERY STORES

Despite the recent addition of a Pick ‘n Save on the Brass Site just outside the Downtown, some Downtown residents would like to see a grocery store within a walkable distance. The gap analysis indicates that the City of Kenosha is theoretically over supplied with grocery stores, while the County is theoretically under-served. Figure 4-4 shows the locations of chain grocers in Kenosha. This table does not include chain and independent convenience stores or “Mom and Pop” grocery stores.

Looking just at the Downtown study area, Esri estimates household expenditure potential of \$7.2 million for food and beverage sales. Another gauge of potential demand for a grocery store is to use the annual average expenditure of \$6,000 per household. The Downtown’s 2,090 households would then generate sales of \$12.5 million, a significantly higher number. With this scenario, and assuming that every Downtown household spent all \$6,000 at one store, a Trader Joe’s could, in theory, be supported.

More likely scenarios, however, are as follows:

- Attract a local store such as Spiegelhoff’s to open a secondary, smaller location in the Downtown, or bring in Milwaukee-based Sendik’s.
- Retailers such as Walmart and Roundy’s are experimenting with smaller urban stores and may have a format suitable to Downtown.
- Bring in a cluster of specialty food stores, perhaps spin-offs of Harbor Market or relocations or second locations of existing stores. A bakery, butcher, wine shop, and deli might be include in the mix.

The key in determining the viability of a grocery store lies with a strong site and co-tenants.

Table 4-16: Chain Grocery Stores & Pharmacies

Name	Address	Location
Chain Grocery Stores		
Aldi	6404 75th Street	Kenosha
GFS Marketplace	6905 75th Place	Kenosha
Pick ‘n Save	1901 63rd Street	Kenosha – Uptown
Pick ‘n Save	2811 18th Street	Kenosha
Pick ‘n Save	5710 75th Street	Kenosha
Piggly Wiggly	7600 Pershing Plaza	Kenosha
Piggly Wiggly	2215 80th Street	Kenosha
Piggly Wiggly	2801 14th Place	Kenosha
Sam’s Club	3300 Drumbach Boulevard	Kenosha
Serve-A-Lot	4216 52nd Street	Kenosha
Target	9777 76th Street	Pleasant Prairie
Walmart	3500 Drumbach Boulevard	Kenosha
Woodman’s	7145 120th Avenue	Kenosha
Pharmacies		
CVS	3726 N 22nd Street	Kenosha
CVS	3710 57th Avenue	Kenosha
CVS	2207 80th Street	Kenosha
Pick ‘n Save	1901 63rd Street	Kenosha – Uptown
Pick ‘n Save	2811 18th Street	Kenosha
Pick ‘n Save	5710 75th Street	Kenosha
Target	9777 76th Street	Pleasant Prairie
Walgreens	7525 Sheridan Road	Kenosha
Walgreens	3820 52nd Street	Kenosha
Walgreens	7520 116th Street	Pleasant Prairie
Walgreens	7535 Green Bay Road	Kenosha
Walgreens	3805 80th Street	Kenosha
Walgreens	1810 30th Avenue	Kenosha
Walmart	3500 Drumbach Boulevard	Kenosha

Source: Goodman Wilfong Group

Trader Joe’s

A typical Trader Joe’s has 10,000 square feet and offers 4,000 products compared to 50,000 that a larger grocery store would carry.

Sales per square foot average about \$1,300, producing annual sales of \$13 million per store.

Walgreens

A typical Walgreens has 14,500 square feet, including 11,000 square feet of sales floor space. A drive-drive thru is a requirement

Annual store sales average about \$9 million.

PHARMACY

The closing of the Downtown Walgreens was a considered a setback by Downtown residents and workers, leaving the Downtown without a convenient pharmacy. Esri estimates in the Health & Personal Care category show that both the City and County are slightly under-served by pharmacies. The City's leakage of \$3.3 million would not, however, support a new store. Downtown households have an estimated expenditure potential of about \$1.5 million, which alone would provide only a small share of the needed support for a chain pharmacy.

An attractive downtown site for a pharmacy would be one that provides the safe environment and types of activity needed by a pharmacy that is open for long hours or perhaps 24 hours a day.

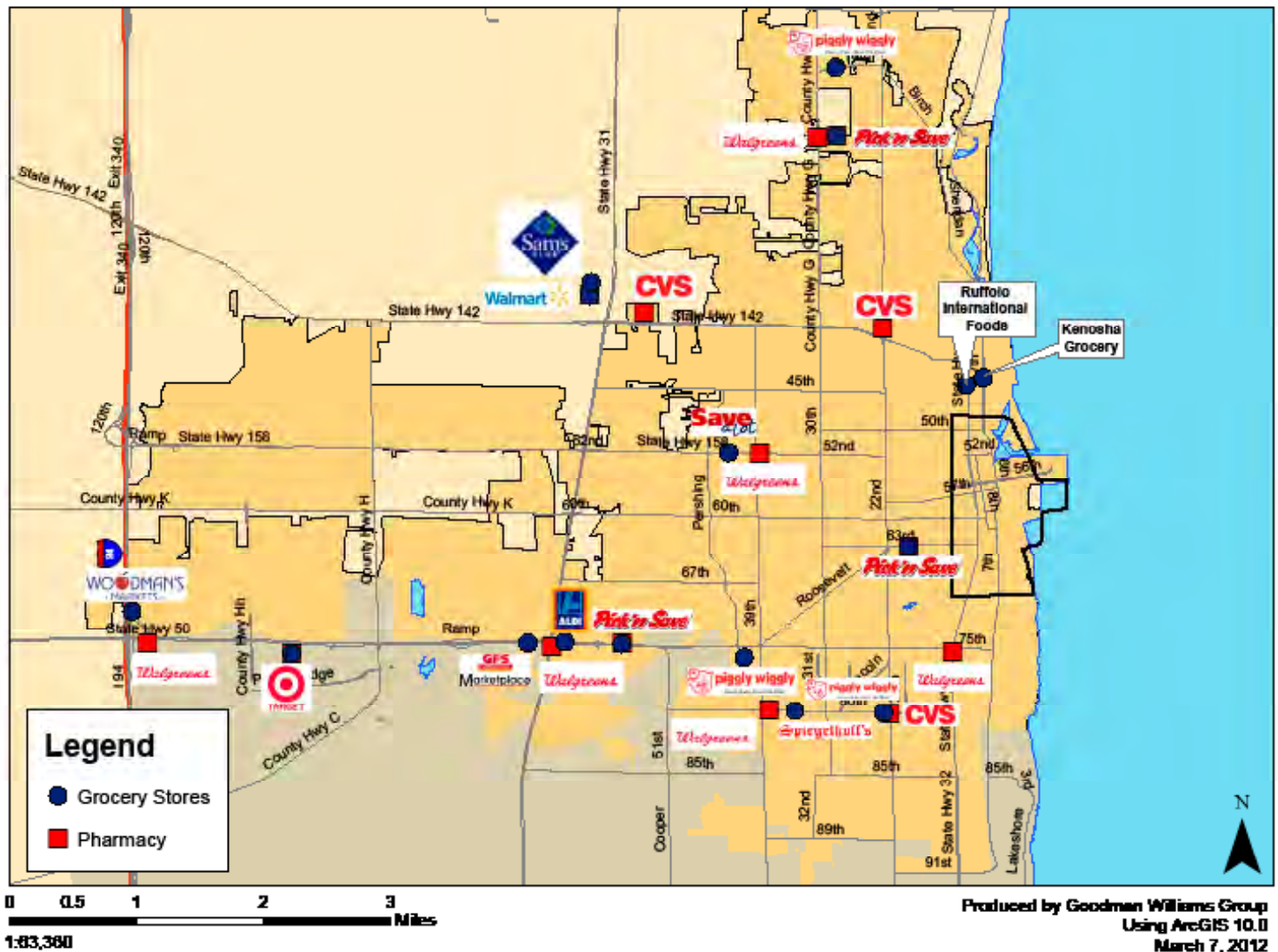


Figure 4-4: Grocery Stores and Pharmacy Locations Map

SECTION 4: MARKET ANALYSIS

HARBOR MARKET

Harbor Market, operated by the not-for-profit Kenosha Common Markets, is a weekly market now in its 10th year. Located along 2nd Avenue, the market operates outdoors for 22 weeks of the year and inside the Rhode Theater during the colder part of the year.

Sales in 2011 reached \$1.2 million, and economic impact is estimated to be another \$1.8 million.

Its organizers estimate that the market typically draws between 3,000 and 5,000 shoppers in good weather, with record attendance estimated to be 6,500. The market has about 300 vendors, and several Downtown businesses have been launched from the market.

An expanded market may be a focal point for creating a brand around a food culture and promoting agri-tourism, serving the needs of downtown residents, and continuing to incubate new businesses.

COMMERCIAL RENTS

While lease rates vary, the typical commercial rate is \$8 gross for a non-credit tenant, which would characterize many downtown businesses. Achievable gross rents generally top out at about \$11 to \$12. While these rates are competitive from a tenant's point of view, they do not encourage reinvestment by landlords.



Kenosha Harbor Market

COMMUNITY INPUT

Highlights from one-on-one and small-group interviews with key stakeholders and from the community open house include the following:

Many stakeholders commented on their desire for a more cohesive entertainment district with additional restaurants, entertainment venues, and stores.

- Specific suggestions from the survey included movies and a comedy club as well as providing more venues for local talent.
- While the Kenosha Theatre restoration project is seen as having merit and has strong supporters, others are not convinced that it is worth the cost.
- With a critical mass of stores and restaurants, which is currently missing, the Downtown could become a “shopping trip” and drive more targeted and individual visits.
- Downtown residents, in particular, want a small grocery and a pharmacy within the walkable Downtown. The loss of Walgreens frustrated many users of the Downtown.
- Local/organic food-related businesses have good potential to serve all demand segments as well as boost tourism.
- The Harbor Market is valued, and many support its future growth.
- It is important to have at least one hotel within the Downtown, and many stakeholders would like to see the Best Western upgraded and capitalize on its prime location.



Birds eye view of Best Western looking east

VISITORS

VISITOR CHARACTERISTICS

The Kenosha Area Convention & Visitors Bureau (KACVB) produces well documented annual reports that reveal characteristics of Kenosha visitors. Because the KACVB serves the entire County, their research does not isolate the city from the rest of the county.

The KACVB tracks requests for their Visitor Guide, providing an important source of information about households interested in visiting the Kenosha area. Another source of data is an annual survey sent to a sampling of consumers who had requested the Visitors Guide. The survey informs the development of its Visitors Guide, advertising campaigns, and marketing and communication strategies.

The tables presented on the following pages are based on analyses of data covering the years from 2007 to 2010. (The 2011 annual report will be available in May 2012.) Highlights of and conclusions drawn from the data include the following:

- *Roughly half of requests for a Visitor Guide came from Illinois and Wisconsin.* Kenosha has found a niche as a regional destination.
- *When asked the purpose of their visit, 38% of survey respondents said they were taking a weekend getaway, 23% were vacationing, and 19% were attending a special event.* The Kenosha marketing campaign has been successful, and continued emphasis on special events will pay dividends.
- *Nearly half of visitors (47%) come in the months of June, July, and August.* Seasonality is the primary challenge for tourism and many Downtown businesses.
- *Visitors age 63 and older are the largest age segment.* Certain types of stores and restaurants will appeal to this demographic that has the time for leisurely travel throughout the year.
- *Some of the top attractions of Kenosha County, such as the Lakefront and museums, are located Downtown.* The popularity of the second most popular attraction, Jelly Belly warehouse in Pleasant Prairie, may suggest a more modest spin-off for the Downtown. Antique shops, perhaps in an antique mall, may have potential to draw people Downtown.

Table 4-17: Origin of Visitor Guide Requests - Top Seven States

State	2007		2008		2009		2010	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Illinois	3,682	38%	4,340	37%	3,488	30%	4,324	30%
Wisconsin	2,215	22%	2,728	23%	1,821	16%	2,454	17%
Michigan	781	8%	898	8%	808	8%	2,225	16%
Minnesota	657	6%	844	8%	808	5%	1,128	8%
Indiana	584	6%	727	6%	724	6%	713	5%
Ohio	526	5%	387	3%	854	6%	735	5%
Iowa	445	4%	858	8%	537	5%	987	7%
All Other	1,304	13%	1,250	11%	2,885	24%	1,883	12%
Total Requests	10,194		11,732		11,817		14,280	

Source: Kenosha Area Convention & Visitors Bureau Annual Reports 2007-2010

SECTION 4: MARKET ANALYSIS

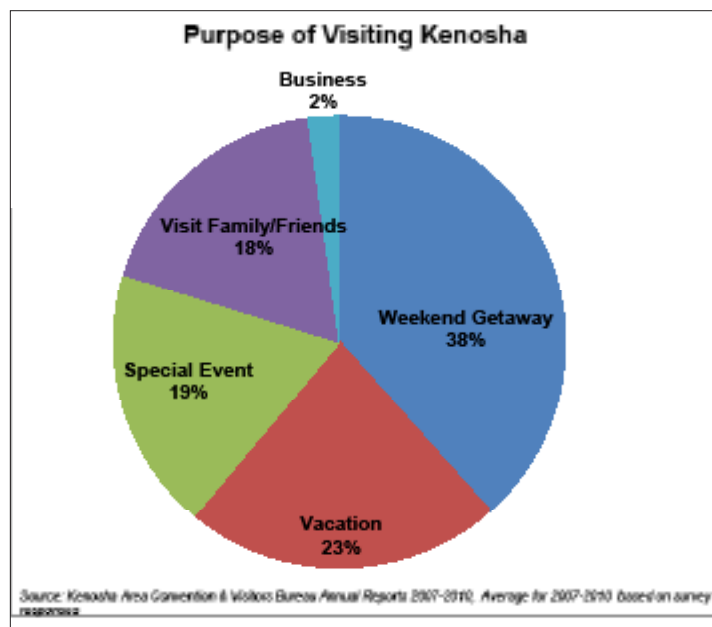


Figure 4-5: Purpose of Visiting Kenosha

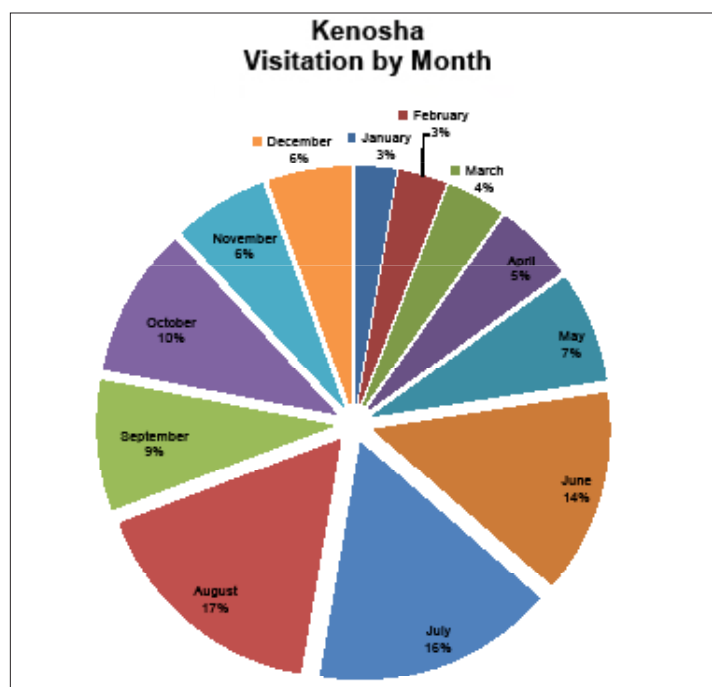


Figure 4-6: Kenosha Visitation by Month

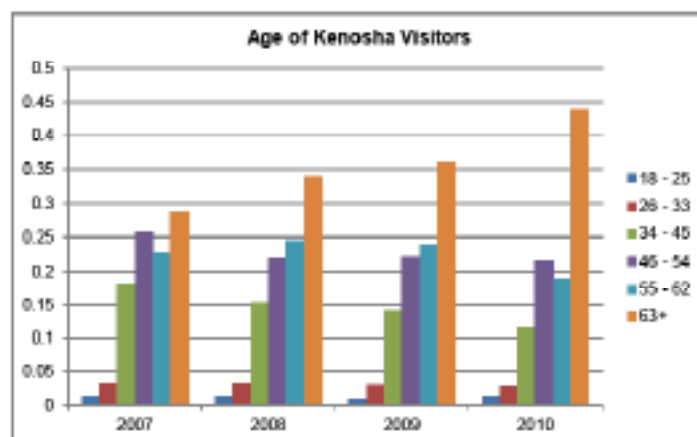


Figure 4-7: Age of Kenosha Visitors

Table 4-18: Participation in Activities by Kenosha Area Visitors

	2007	2008	2009	2010	4-Year Average
Survey Responses	768	884	1,062	391	733
Restaurants & Cakes	64%	69%	74%	70%	70%
Prime Outlets/Pleasant Pointe Premium Outlets	53%	56%	64%	58%	58%
Jelly Belly Dealer	43%	53%	52%	54%	50%
Lakefront Beaches & Parks	36%	38%	42%	42%	38%
Kenosha Public Museum	29%	36%	35%	34%	34%
Specialty Shops	28%	33%	35%	32%	33%
Parks & Nature Areas	29%	35%	34%	25%	32%
Electric Streetcar	28%	34%	33%	32%	32%
Historic District	23%	26%	29%	32%	27%
Civil War Museum	0%	26%	32%	34%	23%
Dinosaur Discovery Museum	16%	20%	21%	23%	20%
Kenosha History Center	13%	20%	22%	19%	19%
Guinea Mills	20%	30%	0%	0%	15%
Bridal Renaissance Faire	11%	14%	16%	12%	14%
Special Events	14%	8%	11%	14%	11%
Dailyland Greyhound Park	9%	10%	11%	0%	9%
Lake Michigan Fishing	7%	6%	6%	10%	7%
RedPlex	6%	6%	6%	7%	6%
Lake Michigan Boating	4%	5%	6%	8%	6%
Kenosha HarborMarket	0%	0%	0%	39%	5%
Six Flags	7%	8%	0%	0%	4%
Antique Shops	14%	0%	0%	0%	3%
Inland Fishing	2%	2%	4%	6%	3%
Golf	2%	2%	4%	3%	3%
Southport Lighthouse	0%	0%	0%	18%	2%
Inland Boating	2%	2%	2%	4%	2%
Cowboy Thunder	3%	2%	2%	0%	2%
IcePlex	2%	2%	3%	0%	2%
Velodrome	1%	2%	2%	4%	2%
Sailing	1%	1%	1%	2%	1%
Theater / Arts	0%	0%	0%	8%	1%

Source: Kenosha Area Convention & Visitors Bureau Annual Reports 2007-2010

RESIDENTIAL MARKET

OCCUPANCY AND TENURE

Table 4-19 shows the number of occupied and vacant houses in Kenosha and the balance of Kenosha County. Additional details from the Census Bureau reveal that vacant rental units account for many of the vacant units in the City, while vacant units in the County are typically those for seasonal or recreational use.

YEAR BUILT

The housing stock in the City of Kenosha is somewhat older than the housing stock in the outlying county. Judging from Table 4-20, housing development in the City outpaced the rest of the County until 1980. From 1980 through 2004, however, more Kenosha County units were built outside the City.

Table 4-19: Housing Occupancy & Tenure

Housing Units by Occupancy	City of Kenosha		Kenosha County (excl. City)	
	Number	Percent	Number	Percent
Total Housing Units	40,643	100.0%	28,645	100.0%
Occupied Housing Units	37,376	92.0%	25,274	88.2%
Vacant Housing Units	3,267	8.0%	3,371	11.8%
Tenure in Occupied Units				
Owner Occupied	22,157	59.3%	20,424	80.8%
Average Household Size	2.68		2.67	
Renter Occupied	15,219	40.7%	4,850	19.2%
Average Household Size	2.39		2.39	

Source: American Community Survey Estimates 2005-2009, U.S. Census Bureau

Table 4-20: Housing Units by Year Structure Built

	City of Kenosha		Kenosha County (excl. City)	
	Number	Percent	Number	Percent
Total	38,979	100.0%	28,150	100.0%
Built 2005 or Later	964	2.5%	858	3.0%
Built 2000 to 2004	2,852	7.3%	3,833	13.6%
Built 1990 to 1999	5,027	12.9%	5,715	20.3%
Built 1980 to 1989	2,414	6.2%	2,541	9.0%
Built 1970 to 1979	5,398	13.8%	3,917	13.9%
Built 1960 to 1969	4,063	10.4%	2,683	9.5%
Built 1950 to 1959	5,692	14.6%	3,445	12.2%
Built 1940 to 1949	3,076	7.9%	1,881	6.7%
Built 1939 or earlier	9,493	24.4%	3,277	11.6%
Median Year Built	1963		1970	

Source: American Community Survey 2005-2009, U.S. Census Bureau

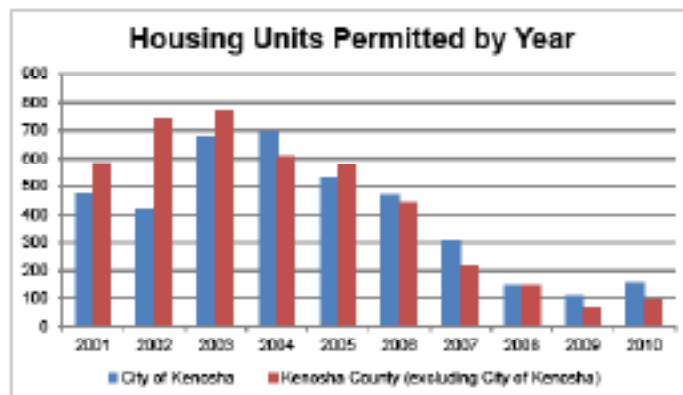
SECTION 4: MARKET ANALYSIS

HOUSING PERMIT ACTIVITY

Over the 10-year period from 2001 to 2010, the City of Kenosha permitted 3,976 housing units, of which 58.3% were for detached single-family housing. Activity peaked in 2004, when a total of 700 units were permitted. The number of units fell in each year thereafter before picking up modestly in 2010 – see Table 4-21 and Figure 4-8.

Kenosha County excluding the City of Kenosha permitted 6% more housing than the City of Kenosha, with a total of 4,227 units in 10 years. The majority of units, 82.8%, were single-family detached. Pleasant Prairie accounted for 37.3% of the permitted housing units in the county (excluding the City of Kenosha). Somers, with 11.6% of the new units, was the only other community representing more than 10% of the permit activity in the county.

When reported, 2011 figures are likely to show very limited housing permit activity.



Source: U.S. Census Bureau Census Database

Figure 4-8: Housing Units Permitted by Year

Table 4-21: Housing Units Permitted in Kenosha

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	Total	Annual Avg. 2001- 2010
City of Kenosha												
Single-Family Detached	209	227	222	326	375	358	295	144	98	65	2,319	232
Buildings with 2-4 Units	4	4	20	34	26	10	3	0	3	0	104	10
Buildings with 5 or more units	262	188	435	340	124	99	9	0	7	89	1,553	155
Total	475	419	677	700	525	467	307	144	108	154	3,976	398
Kenosha County (excluding City of Kenosha)												
Single-Family	523	586	586	508	487	314	202	133	67	94	3,500	350
Buildings with 2-4 Units	15	32	33	34	16	56	0	12	0	0	190	20
Buildings with 5 or more units	40	124	150	64	72	71	8	0	0	0	529	53
Total	578	742	769	606	575	441	210	145	67	94	4,227	423

Note: Data shows Census estimates with imputation.

Source: U.S. Census Bureau Census Database

DOWNTOWN HOUSING

Pockets of older single-family homes are found throughout the Downtown study area, and single-family homes of all descriptions are predominant in the south portion of the Downtown, down to its 65th Street boundary.

A few multi-family rental buildings were constructed in the 1960s and 70s, while some vintage buildings continued to provide desirable apartments. In 1990, Stationside Village brought 151 rental flats and townhomes to the west edge of the Downtown, near the Metra station. The flats have a patio or garden, and the townhomes have a washer/dryer and an attached garage. Because Stationside was originally financed with housing tax credits, 20% were affordable to households with incomes at 60% of the local area median income. The compliance period ended, and all the units are now market-rate. The unit mix and rents are shown in Table 4-22. Stationside's typical rent of \$0.80 per square foot is well below the rate that would be required to support new construction.

Some upper floors of commercial buildings contain rental apartments. A typical rent for second floor apartments with one bedroom in a commercial building in the Downtown would be about \$450. The asking rent for a fully renovated unit with features such as hardwood flooring, new appliances, and a granite countertop would be up to \$650. A recently renovated upper-floor apartment with two bedrooms and two bathrooms might fetch a monthly rent of \$850. A typical rent for a remodeled unit in an apartment building around Library Square might be \$675. Such upper-floor development is likely to be economically feasible for many building owners, particularly those with a low basis in the property, and should be encouraged. Demand for quality rentals will be increased with more Downtown workers and an environment that attracts students.

A developer has applied to the Wisconsin Housing and Economic Development Authority (WHEDA) for tax credits to help finance the adaptive-use development of the former KYF building. The plan calls for 42 rental units including 33 affordable and nine market-rate apartments.

Development of HarborPark commenced in 2001, adding condominium flats and townhomes. Original sales prices for the largest well-located units were in the range of \$500,000 to \$600,000. Indicative of current conditions, HarborPark units may be offered at prices below those paid by the seller. Listings with Realtors show the following asking prices as of the end of February 2012 – see Table 4-23.

Table 4-22: Stationside Village Rents

Type	Bedrooms	Baths	Sq Ft	Rent
Flats	2	2	900	\$760
	2	2	885	\$725
	2	1	854	\$690
	2	2	965	\$800
	2	2	965	\$745
	2	2	1,044	\$750
	2	2	1,044	\$750
	2	2	1,057	\$765
Townhouses	2	1.5	1,116	\$925
	2	1.5	1,173	\$899
	2	1.5	1,057	\$900

Source: Legacy Property Management

Table 4-23: HarborParks Units Offered for Sale

List Price	Bedrooms	Baths	Sq Ft
Flats			
\$51,900	1	1	550
\$72,000	1	1	605
\$79,900	1	1	740
\$89,000	1	1	550
\$90,000	1	1	740
\$99,900	1	1	740
\$110,000	2	1.5	1,003
\$124,000	2	2	1,201
\$124,900	2	2	1,201
\$134,900	2	2	1,381
\$139,900	2	1.5	997
\$155,000	2	2	1,279
\$355,000	2	2	1,900
\$376,900	3	3	2,911
Townhouses			
\$152,900	2	1.5	1,601
\$157,000	3	2	1,601
\$159,400	2	2.5	1,810
\$169,500	2	2	1,810
\$215,000	2	2.5	1,938
\$249,900	2	2.5	2,486

\$116 Average price per square foot

Source: Realtor.com, February 29, 2012

The potential impact of HarborPark on downtown businesses has been diminished by market conditions, as some of the unsold units are vacant. Other factors lead to empty units. HarborPark is a second home for some owners, while other owners are snowbirds. Restrictions on renting by the condominium associations also contribute to vacancies and reduces the number of households who could be patronizing Downtown businesses and energizing the streets.

Lakeview Virginia Towers is one of the developments to go forward in the last round of new housing developed in 2007. Due to a number of internal and external problems, this 34-unit building remains unoccupied. A turn-around for this situation may be found in an alternative use such as housing for hospital employees or student apartments.

The final Downtown housing project was completed in 2011. Harborside Commons, 716 51st Place, provides 89 units of affordable housing for seniors and is in its initial lease-up period. Another senior building is located downtown: Lakeside Towers is a 182-unit, Section 8 project developed in 1980.

Table 4-23 on the following page presents an inventory of selected residential properties located in the downtown.

Of note among the Downtown housing inventory is Dayton Residential Care Facility (DRCF). This 1925 building, originally a hotel, became an SRO in 1965 and a Community Based Residential Facility in 1974. The project contains 90 private furnished rooms, most with a private bathroom. DRCF is licensed through the State of Wisconsin and approved for placement of veterans in the VA CRC program. The VA Mental Health Intensive Case Management team from North Chicago provides programming at Dayton two days a week. A daily shuttle provided by the VA takes residents to North Chicago for doctor's appointments, day treatment, and sheltered workshops. Other contractual partners of DRCF are Kenosha County and Community Care & Family Care Partnership based in Milwaukee.

Table 4-24: Selected Multi-family Housing in Downtown Kenosha

Project	Location	Housing Type	Year	Units
Landmark Apartments	5018 8th Ave	Historic Nathan R. Allen Mansion	1885	5
512 57th St Apartments	512 57th St	Historic hotel building	1907	4
5017 1/2 6th Avenue	5017 1/2 6th Avenue	Fully renovated upper floor units	1820s	4
Terrace Court Apartments	8207 7th Ave	Historic 3-story courtyard building	1928	48
Garden Court Apartments	5802 5th Ave	2-story building	1963	12
Imperial House Apartments	8225-8235 7th Ave	3-story buildings	1963, 1973	51
Dayton Residential Care	521 50th St	1825 hotel building / VA services	1985	80
Harbor Villa	5th Ave and 48th St on Harbor	Townhouses	1972	21
Library Park Apartments	5047 7th Ave	4-story building	1972	46
12-Unit Building (Rental)	8018 8th Ave	3 stories over parking	1978	12
Lakeside Towers (Rental)	58th St and 3rd Ave	10-story building, seniors, Section B	1980	182
Stationside Village (Rental)	5215 11th Ave	Townhouses and flats	1980	151
Old Town Avenue Condos	48th Street and 10th Ave	Townhouses	1982	5
Kenosha Harborview	45th Street, E of 5th Ave	Townhouses	1985	8
Harbor Park - Parcel G	55th St, 2nd Ave, 58th St, 3rd Ave	Townhouses and flats	2001	38
Harbor Park - Parcel B	54th St, 4th Ave, 55th St, 5th Ave	Townhouses and flats	2002	28
Harbor Park - Parcel C	54th St, 3rd Ave, 55th St, 4th Ave	Townhouses and flats	2002	28
Harbor Park - Parcel E	55th St, 4th Ave, 56th St, 5th Ave	Flats	2002	80
Harbor Park - Parcel F	55th St, 3rd Ave, 58th St, 4th Ave	Flats	2003	35
Harbor Park - Parcel D	54th St, 2nd Ave, 55th St, 3rd Ave	Flats	2004	40
Harbor Park - Parcel H	56th St, 4th Ave, 57th St, 5th Ave	Flats over retail	2005	41
Harbor Park - Parcel I	56th St, 3rd Ave, 57th St, 4th	Townhouses and flats	2005	35
Lakeview Virginia Towers	4th / 57th St	9-story building, not occupied	2007	34
Harbor Place East	E/ 56th and 57th Sts, at 1st Ave	Townhouses	2007	16
Harbor Place Central	56th St, E of 2nd Ave	Townhouses	2007	6
Harborside Commons	718 51st Place	Affordable senior housing	2011	89
Total Housing Units in Selected Inventory				1,089
Units added before 1980				475
Units added since 2000				614
Rental units				684
Condo units				385
Affordable units				381
Senior Units				271

Source: Goodman Williams Group

SUMMARY OF DEMAND SEGMENTS

Demand segments in the Downtown include residents, workers, and visitors. The accompanying table summarizes the sources of demand.

As Table 4-25 shows, Downtown Kenosha has substantial residential and worker populations on which to build.

More housing will be feasible when the market recovers. Expanding employment opportunities and the number of Downtown workers, however, is likely to happen only with supportive planning and programs.

Tourism is strong and has the potential to expand. The challenging seasonality of tourism, however, indicates the importance of balance among all the demand segments. To thrive, restaurants and stores must draw from the year-round population in the Downtown and attract people from throughout the City as well as visitors.

Table 4-25: Downtown Kenosha Demand Segments

On a Daily Basis:	
Residential population	4,682
Households	2,090
Workers	9,002
Metra riders	431
Weekly:	
Harbor Market (peak Saturday)	Up to 5,000
Seasonal:	
Boat slip owners	567
Hotel guests (full occupancy on weekends)	111 rooms
Streetcar riders (daily average in July)	358
Special Events (examples):	
Taste of Wisconsin	32,000
Wisconsin Marathon	2,500 athletes

Note: Categories may not be mutually exclusive.
Source: Goodman Williams Group



SETTING A COURSE

SECTION 5

SECTION 5: SETTING A COURSE

PUBLIC INPUT SUMMARY

A critical or fundamental component of a successful Strategic Planning Phase 1 process is the engagement of stakeholders through a multi-layered public process to identify and establish the priorities and character of the community. It is important that this process achieve both a wide breadth of stakeholders as well as garner a deep understanding of the community issues and opportunities. To achieve these goals, the process established the following three structures for engaging the public:

- **One-on-one and Small Group Interviews:** Over 100 Downtown stakeholders were interviewed during 60 to 90 minutes sessions representing a variety of backgrounds and special interests, such as:
 - City Elected Officials
 - City Staff
 - City Police & Fire
 - City Committee & Commission Members
 - County
 - Downtown Business Owners
 - Chamber of Commerce
 - Kenosha Area Convention & Visitors Bureau
 - Downtown Property Owners
 - Area Developers
 - Kenosha Area CEOs & Business Owners
 - Social Service Representatives
 - Arts/Cultural Organizations
 - Harbor Market
 - Carthage College
 - City Museums
 - Business Professionals
 - Local Residents

- **Community Open House:** Over 150 community members participated in an evening Open House format workshop on February 22nd, 2012. Participants were asked to provide input at five stations on the following topics:
 - Station 1 – Planning Process & Orientation: Participants were asked to mark the location of their residence and employment on a map.
 - Station 2 – Neighborhood Context: Participants commented on the different neighborhood characters or personalities within the Downtown and identified key sites susceptible to change within the Downtown.
 - Station 3 – Transportation & Transit: Participants commented on key routes into the Downtown, critical gateways and existing transit and transportation opportunities and constraints.
 - Station 4 – Retail Market Character: Participants commented on the Downtown retail shopping environment, marked the locations that they like to visit on a map as well as identified areas that were in need of improvement or new offerings.
 - Station 5 – Visual Preference Survey: Participants rated a series of 94 images covering a range of urban design and character concepts.
- **Online Survey:** Over 500 members of the public participated in a 37 question online survey that asked for input on Downtown character, retail and service mix, and transit and transportation.

The results of these three outreach structures allow for what we call the “triangulation of data” on common themes and ideas. While the full results of all the surveys and input is detailed in this report’s appendix, the following summary aggregates these commonalities or theme discussions. These themes and ideas will be shared and confirmed with the Steering Committee before moving into Phase 2 Visioning.



Downtown Kenosha’s Community Open House



General

- Downtown Kenosha is a “diamond in the rough” with a significant potential and a pending renaissance.
- The community is generally positive and excited about a more vibrant Downtown.
- There is a high quality of life within Kenosha at a cost of living that is very reasonable relative to other shoreline communities within Wisconsin and Illinois
- While several participants do not feel safe walking around the Downtown at night, there is a general acknowledgement that crime is low.
- Most participants had a hard time identifying the symbolic “heart” of the Downtown – indicating that the Downtown lacks focus or any one key community space or landmark.
- Most everyone acknowledged the lakefront as one of the defining elements of the Downtown.
- Kenosha has a strong regional location, with access to the lake and two major metropolitan areas.
- Potential exists to market the qualities of Kenosha to a much larger audience.
- Some members of the community do not recognize what has been accomplished over the last 20 years related to the reclamation of the lakefront for public benefit.
- The current political environment can be polarized and volatile creating challenges to accomplishing change.
- There are dated ordinances and regulations that are not supportive of small businesses and new development.



Results of a Community Open House exercise where participants were asked to identify the “center of Downtown” (green dots), and the top priority area to focus on (yellow dots).



SECTION 5: SETTING A COURSE

Downtown Character & Aesthetics

- The general aesthetics of the Downtown area are poor and in need of improvement.
- The vacant buildings and perceived “absentee landlords” create a challenge to the character of the Downtown.
- There seems to be a desire for direction on which vacant buildings should be saved and what to do with the ones not worth saving.
- While there are many vacancies and lack of upkeep on certain properties, the foundation of buildings and businesses along 6th Avenue creates strong opportunities for a main street, mixed-use character.
- The City lacks strong wayfinding to direct visitors from the Interstate to the Downtown and to specific destinations and parking within the Downtown.
- There is generally an acceptance for taller buildings within the Downtown, as long as they are designed and located appropriately.
- Several stakeholders commented on a desire for multi-block walkability within the Downtown by creating a strong cluster of retail uses.



In the Visual Preference Survey, workshop participants heavily favored scenes with outdoor cafes. This image of Lockport Street in Plainfield, Illinois was the Community's most preferred image overall.



Business Mix

- Many stakeholders commented on the desire for creating more of an entertainment district with additional restaurants, live music and shopping opportunities within the Downtown.
- A critical mass of stores and restaurants is missing which takes away from the ability to make a “shopping trip” and drives more targeted and individual visits.
- The Harbor Market is valued and its future growth seems to be supported.
- There is a desire for a smaller grocery store venue within the walkable Downtown to support local residents.
- Potential was identified for local/organic food related business/tourism.
- Stakeholders are frustrated by the loss of Walgreens from the Downtown and would like to see a pharmacy return to the central core.
- The Kenosha Theatre restoration project is seen as having merit, but many are unsure if it is worth the cost or will be successful.
- It is important to have at least one hotel within the Downtown, but stakeholders would generally like to see the existing Best Western upgraded and capitalize on its prime location.

Transportation & Transit

- Of the three access points from the interstate, State Route 158/52nd Street is seen as the primary path into the Downtown and should be improved through signal coordination and beautification and signage to provide an efficient and aesthetically pleasing route into the Downtown.
- The Metra station is a positive element for the Downtown, even though the schedule is not ideal or convenient for many users.
- The street cars are a unique element that should be expanded and marketed for use during festivals to take better use of them as a form of public transit to other area institutions.
- While finding parking on a typical day is not a problem, if the vacant buildings and sites were fully developed, there would be a parking “problem” within the Downtown.
- Many stakeholders are sorry that the initiative to extend train service through Racine to Milwaukee failed.
- Several commented on lack of on-street bike lanes and other bicycle amenities, particularly related to increased bike tours, tourism and alternate modes of transportation.



Results of a Community Open House exercise where participants were asked to identify redevelopment opportunities.



Photos of bicycle amenities, including bike lanes and racks, were strongly favored in the Visual Preference Survey.

SECTION 5: SETTING A COURSE

Residential Uses

- Lack of quality rental apartments within the Downtown.
- Many commented on the lack of winter and weekday residents within HarborPark.

Civic & Institutional Uses

- The City Hall is located on one of the most valuable sites within the Downtown and could be relocated to allow for a catalytic project to occur on this gateway site.
- The local colleges are an amenity to the City, and have the potential to play a role in the increased vibrancy of the Downtown.
- Downtown Museums are generally seen as a positive amenity that brings visitors to Kenosha.
- The Kenosha Medical Center should be supported and ways to integrate the campus better into the Downtown should be pursued.
- While the Dayton Residential Care Facility is acknowledged as an important social service, many raised concerns that the use had a strong negative effect on the Downtown and raised the question of if it could be relocated or modified to diminish its impact.



Kenosha Public Museum



Kenosha Medical Center



Dayton Residential Care Facility at street level

Open Space & Festivals

- The growing number of strong seasonal festivals creates vibrancy in the Downtown.
 - Harbor Market – Outdoors every Saturday from May through October (2nd Avenue)
 - Taste of Wisconsin – Last weekend in July (Lakefront/Celebration Place?) put on by Kiwanis Club of Western Kenosha
 - Spokes & Folks – 3rd Friday in July (Library Park) put on by YMCA
 - Peanut Butter and Jams – Thursdays in July and August (Veteran's Park)
 - Independence Day Fireworks – July 4th (HarborPark)
 - Salute to Freedom – 2nd Saturday in June (Civil War Museum)
 - Mayor's Turkey Day Run – Thanksgiving Day (throughout Downtown)
 - Art Fair – 3rd Sunday in July (Library Park)
 - Second Saturdays – 2nd Saturday of each month (throughout Downtown) organized by Kenosha Art Association.
 - Grill Games – 4th weekend in August (Celebration Place) put on by the Chamber of Commerce
 - Pike River Rendezvous – 1st weekend in August (Simmons Island)
 - Christmas Tree Lighting Ceremony – 1st Saturday in December (Civil War Museum)
- Lakefront park/open spaces are missing some utilities including electricity which makes it more difficult for hosting festivals.
- There is potential for additional outdoor events like movies in the park or a more centralized band shell for regular weekend concerts.
- Many stakeholders suggested more active uses of the lake, including dinner cruises, water taxis, increased transient boat slips and boat tours connecting to Chicago or Milwaukee.
- Due to the summer lakefront use and festivals, the activity levels in Downtown are strongly seasonal in character.

Desired Planning Goals & Outcomes

- Many participants noted that a strong vision for the Downtown that helps unify the community and build momentum as the one thing they would like to have come out of the planning process.
- There are many different active organizations affecting the direction of the Downtown (City, BID, Chamber of Commerce, KABA, etc.) and strong leadership and clearly defined roles will be critical to make progress once this study is complete.
- While some larger ideas have been contemplated (e.g. convention center, hockey arena), most participants would like to see smaller “baby” steps be taken resulting in measurable success that helps build positive momentum for change.
- Certain ordinances, perceived inconsistent code enforcement and lack of flexibility for creativity are seen as not supportive to small businesses.

A few “Big Ideas” from Community Members...

- Widen 52nd St. from 39th Ave. to the lakefront, add a tree-lined boulevard and turning lanes. Make it the Champs Elysees of Kenosha.
- Make Kenosha a healthy & fun destination! Lots of activities from bicycling to swimming, fishing to snowfest/winterfest.
- Semi-permanent structure for market place on vacant land south of the museums.
- Support affordable housing and workspace for artists and creative people... people that could potentially contribute significantly to cultural life and add vibrancy to downtown.
- Partner with the Colleges to rehab some of the Downtown buildings for housing. Living there could be part of an urban studies, urban ecology, anthropology program.

SECTION 5: SETTING A COURSE

In addition to the public input, the following is a summary of the constraints and opportunities identified during the fieldwork and analysis portions of the planning process:

Weaknesses/Challenges/Issues

■ Physical Conditions

- The City lacks a sense of arrival, both in regards to signage and gateways and to established character.
- Some building facades need improvement. The architecture of individual storefronts is not coordinated across the building façade. Several buildings have long solid walls without windows.
- A clustering of several vacant buildings within the Downtown core impacts the appearance and activity.
- Some crosswalks could be better defined and visible to motorists and pedestrians.
- The width of several roadways is larger than appears necessary, creating the appearance of large uninterrupted paving areas.
- Some business signage is dated, aging or unattractive.
- Portions of the streetscape have few street trees.
- The 6th Street infrastructure is in need of repair or replacement

■ Transportation

- The distance from the I-94 to Downtown Kenosha makes drawing visitors from the interstate challenging.
- There are several potential routes into the Downtown without clear wayfinding to guide visitors on the best route.
- Sheridan Road by-passes the Downtown commercial area, causing many motorists to overlook the Downtown.
- Several roadways within the Downtown are in need of repair or resurfacing.
- The Metra commuter rail's service schedule makes using the train a less attractive option for some types of trips.

■ Parking

- There is a perception that parking is difficult to find in some locations at peak times. Other concerns have been raised that if vacant buildings were to become occupied, there would be a significant parking shortage.
- While the City has improved the parking lot at 57th Street and 7th Avenue with new landscape and lighting, many parking lots are unattractive and poorly screened from adjacent roadways and uses.
- Due to the size of the Downtown and the location of different key destinations, many visitors park multiple times within one visit to the Downtown as opposed to parking once and walking.

■ Commercial

- Within the Downtown area there is a significant amount of commercially zoned land, along with vacancies creates a lack of critical mass.
- The surrounding commercial corridors provide for many of the regional commercial desires.
- The Downtown lacks critical daytime and evening populations to support certain additional commercial uses.

■ Residential

- Inflated land values and rental price points make second floor rental challenging. However, there is solid demand for quality downtown rental apartments.
- There is a high percentage of seasonal residents within HarborPark which leads to a lack of year-around activity in the Downtown.

■ Other

- The Downtown has numerous parcels and a variety of owners, some of whom may have an inflated sense of land value or financial challenges affecting their property, which could inhibit future development or redevelopment.



Strengths/Opportunities/Ideas

■ Physical Conditions

- The City has effectively reclaimed its lakefront over the last 20 years creating a series of quality open spaces that provide access for the public to the waterfront.
- New development associated with HarborPark is well done and maintained, setting a positive standard for new development.
- The City has clusters of quality buildings with historic character and value that creates an authentic environment for a strong mixed-use Downtown.

■ Transportation

- Kenosha is uniquely positioned between Chicago and Milwaukee with easy travel times to both cities.
- Kenosha has a solid grid system of streets that supports a permeable city with Complete Streets opportunities.
- Metra provides commuter rail service between Chicago and Kenosha.
- The City has invested in their street car system to create a unique transit amenity.
- The City has budgeted funds for expanding and improving the street car system.
- The bus system links the Downtown with the surrounding neighborhoods.
- The City has funds budgeted for improving the bike facilities throughout the community.

■ Parking

- Current parking demands are being accommodated through a variety of parking lots, decks and on-street parking opportunities.
- The City made improvements to the public lot at the corner of 56th Street and 5th Avenue which creates a visual example for future improvements to follow.
- The City has plans to install additional bike parking as recommended in the parking *Downtown/Uptown Parking Study* to encourage a balance in transportation use.

■ Commercial

- A range of key businesses and restaurants continue to succeed in the Downtown and draw loyal patrons.
- There is a current retail leakage that indicates that the Downtown would support additional stores.
- The Harbor Market has had the benefit of being an incubator for new businesses within the Downtown.
- The daytime population of the Downtown is increasing, which will have the added benefit of supporting additional retail and restaurant uses.

■ Residential

- There appears to be a growing demand for Downtown apartments and residential units.

■ Other

- Proximity to Carthage College offers potential to create partnerships that will increase the vibrancy of the Downtown.
- The Kenosha Medical Center campus brings significant employees and visitors to the greater downtown area, which could be capitalized on to increase business in the Downtown.
- The City has in place or has the ability to establish several funding mechanisms that could be used to further various Downtown initiatives.
- A growing number of festivals energizes the Downtown throughout the summer.



SECTION 5: SETTING A COURSE

Activity Generators

Downtown Kenosha has numerous activity generators that attract people to the area. These activity generators add to the Downtown's vitality by attracting employees, students, and visitors on a regular basis and by attracting people from outside Kenosha. These activity generators include:

Institutions:

- Municipal Office Building/City Hall
- Kenosha County Facilities
- County Courthouse
- Central High School
- U.S. Post Office
- Dinosaur Discovery Museum
- Kenosha Public Museum
- Civil War Museum
- History Center
- Simmons Library
- Kemper Center

Open Space:

- Simmons Island
- Library Park
- Union Park
- Celebration Place
- Wolfenbuttel Park
- Eichelman Park
- Bain Park



Simmons Library



Municipal Office Building/City Hall



Wolfenbuttel Park

PRELIMINARY IMPLEMENTATION STRATEGY

A sustained commitment and participation by several different stakeholder groups, including the City of Kenosha, the Kenosha Area Business Alliance, the Kenosha Lakeshore Business Improvement District, among others, will be required to bring the vision of a revitalized downtown Kenosha to fruition. Working together as partners, the community will need to consider the following as critical Strategic Plan implementation action steps and strategies:

Funding Sources

Diverse sets of funding sources will need to be secured from both the public and private sectors to underwrite and support various Strategic Plan implementation initiatives. Pursuit of funding sources must be consistent in effort and flexible when changes in funding sources and eligibility occur inevitably over time. In addition, multiple funding sources will be required for more complex Strategic Plan initiatives such as catalytic sites and adaptive use projects, business development activities, and urban design and infrastructure improvements. Local capacity and organization resources must also be in place to assist in researching and securing grants and funding sources, and to package them efficiently for certain revitalization and planning initiatives. A list of potential funding sources is provided later in this chapter.

Capacity Building

Priority should be given to enhancing the organizational capacity of several different entities and agencies to assist the City in various implementation activities. Thus far, Both the City and KABA have played critical roles in the early stages of the downtown revitalization process; however, going forward, other organizations such as the BID, the Chamber of Commerce and other relevant entities, could play more expanded and different roles in implementing the strategies and recommendations presented in this Strategic Plan. For instance, the BID, if properly funded and staffed, could assume responsibility for regular streetscape maintenance activities or developing an expanded, more enhanced downtown branding and marketing program. Preliminary suggested organizational and capacity-building strategies and recommendations are also presented.



The Kenosha Theatre has been identified as an important catalytic site and has potential for adaptive reuse.

SECTION 5: SETTING A COURSE

Community-initiated development

To facilitate and build momentum for the downtown revitalization process, some implementation actions may require citizen or community-led financing and development efforts if the private sector is reluctant or fails to come forward. This may be especially important during the early phases of master plan implementation where new financing tools will be needed to catalyze investment in businesses, buildings and adjoining blocks. Such tools could comprise a downtown venture fund for new small business start-ups or community stock corporations or cooperatives to pool monies for larger scale commercial undertakings, including, for example, the re-opening the Orpheum Theater or the establishment of a downtown grocery store. Existing organizations and entities may need to play new roles in facilitating property development and adaptive use projects, including the purchase of buildings and sites participating as co-developers with the private sector and the City in the development process.

Master Plan implementation activities presented in this chapter include the following:

- Catalytic Sites or Projects.
- Marketing and Branding Activities
- Organization Development
- Funding



The Elks Club



Areas in poor physical condition exist throughout Downtown



A lack of public amenities can inhibit private sector investment

CATALYTIC SITES AND PROJECTS

The City, KABA and other entities will need to work together to initiate the redevelopment and adaptive use of the key opportunity sites and buildings in Downtown Kenosha. Each site or building may necessitate a slightly different approach to its redevelopment depending on site or building size, developer interest, ownership issues, and available financial resources and incentives. However, two basic approaches are suggested.

Vacant Opportunity Site

For vacant opportunity sites or lots, a pro-active approach to redevelopment would involve meeting with the property owners to discuss the Strategic Plan redevelopment concepts and needs as well as developer/investor interest and available financing. If funding becomes available for the City to purchase the targeted development sites, requests-for-proposals (RFP) for interested developers could be issued. Potential opportunity sites include vacant and under-utilized lots along 55th, 56th and 57th Streets along the 7th and 8th corridors. Funding tools such as Tax-Increment Financing can be used for property assembly and infrastructure costs to help facilitate vacant property development.

Adaptive Use

As with vacant and under-utilized sites, the City or other agency or entity could purchase key historic buildings to initiate adaptive use process and issue a request-for-proposals (RFP) for interested developers. Alternatively, the City could take different roles depending again on circumstances such as the property's condition, developer/investor interest and available financing. The City or other partners could offer financing assistance in the form of loans or grants, based through tax-increment financing or other sources, to assist a developer/investor team in closing any financing gaps. In such cases, the City can leverage its investment by requiring the developer/investor team to secure other funding/incentive sources such as the Federal and State of Wisconsin HPTC. Or the community, through a non-profit development corporation or other entity(ies), could undertake the adaptive use process through its own initiative and spearhead efforts to conduct pre-development analysis, including the preparation of feasibility studies and pro-formas as well as begin packaging financing sources. Potential adaptive use projects include the Elks Club building and several of the other significant downtown historic resources.

Catalytic Site Marketing

Marketing packages, similar to those produced for business attraction purposes, could be prepared to provide potential developers and investors with information regarding the Strategic Plan, opportunity sites, available development incentives, funding programs and community market data. The package could be used to promote the Downtown directly to local and regional developers as well as to businesses and developers at meetings of the International Council of Shopping Centers or the International Downtown Association, which is a national organization focused on revitalization and development of commercial centers and districts.



HarborPark parcel 'J'



HarborPark parcel 'A'

Preliminary Catalytic Sites

Both through team analysis and stakeholder input, several properties have been identified that show potential as catalytic sites or projects that could help create momentum for further revitalization activities within Downtown Kenosha. While not an exhaustive list, the following sites represent the major sites and projects that will be further studied in the next phase of the planning process – See also Figure 5-1.

- **City Hall:** Many stakeholders indicated that the key location and prime views of the City Hall site could be better used for development that adds vibrancy to the Downtown and helps to connect the retail areas portions of 6th Avenue to the north and south of the site.
- **HarborPark Parcel A:** This site, between 54th and 55th Streets and 5th and 6th Avenues plays a similar role to the City Hall site in that it could help connect the different areas within the Downtown. Due to the success of the Peanut Butter N’ Jams concerts, this space has taken on a public open space character in some resident’s minds and could be formalized into a key civic space similar to the Block 400 project in Wausau, Wisconsin.
- **HarborPark Parcel J:** At the corner of 56th Street and 3rd Avenue, this space is intended to be mixed-use with a commercial component and frame up a plaza space across from the building Ashling on the Lough is in. Some stakeholders have indicated that this may be a good permanent location for an indoor/outdoor Harbor Market in the future.
- **Vacant Parcel:** The block bound by 51st Place and 52nd Street and 7th and 8th Avenues, as well as the underdeveloped block to the north is highly visible from the 52nd Street corridor and proximate to the harbor.
- **Vacant Parcel:** The block bound by 52nd and 54th Streets and Sheridan Road and 8th Avenue could be folded into a larger redevelopment opportunity with the City Hall site. However, there are some environmental and utility issues that would need to be addressed as part of any redevelopment.
- **Surface Parking Lots:** The lots at the southwest corner of 54th Street and 6th help support the local businesses such as Jockey, however, they take away from the vibrancy of 6th and create a disconnect between the entrance to the Downtown at 52nd Street, the harbor and the commercial uses along 6th Avenue.
- **Kenosha Theater:** This building has received significant attention for the potential to restore the theater and create an entertainment anchor in the Downtown. Due to the potential costs of this project, it should be tested with the public to understand its position and priority relative to other catalytic projects.
- **Kenosha Visitor Bureau:** This building at the northeast corner of 56th Street and Sheridan Road is adjacent to the Civic Center. However, stakeholders have indicated the building is dated and is challenging for reuse, mostly serving as storage space currently. Some stakeholders have suggested it may be a good location to relocate City Hall to, which would keep align with the Civic Center character and keep the City Hall use within the Downtown.
- **Elk’s Club Building:** This building has received attention recently due to the condition of the building. As discussed in the Historic Resources section of this report, the building needs significant repairs to its roof and building envelop, but it would be eligible for listing in the National Register of Historic Places and considered for a tax credit project if an appropriate reuse of the building can be determined.
- **58th Street Vacant Storefronts:** The collection of adjacent, vacant storefronts along 58th Street – near the intersections of 6th and 7th Avenues – could be the focus of rehabilitation and adaptive reuse efforts to create a stronger retail core within the Downtown.

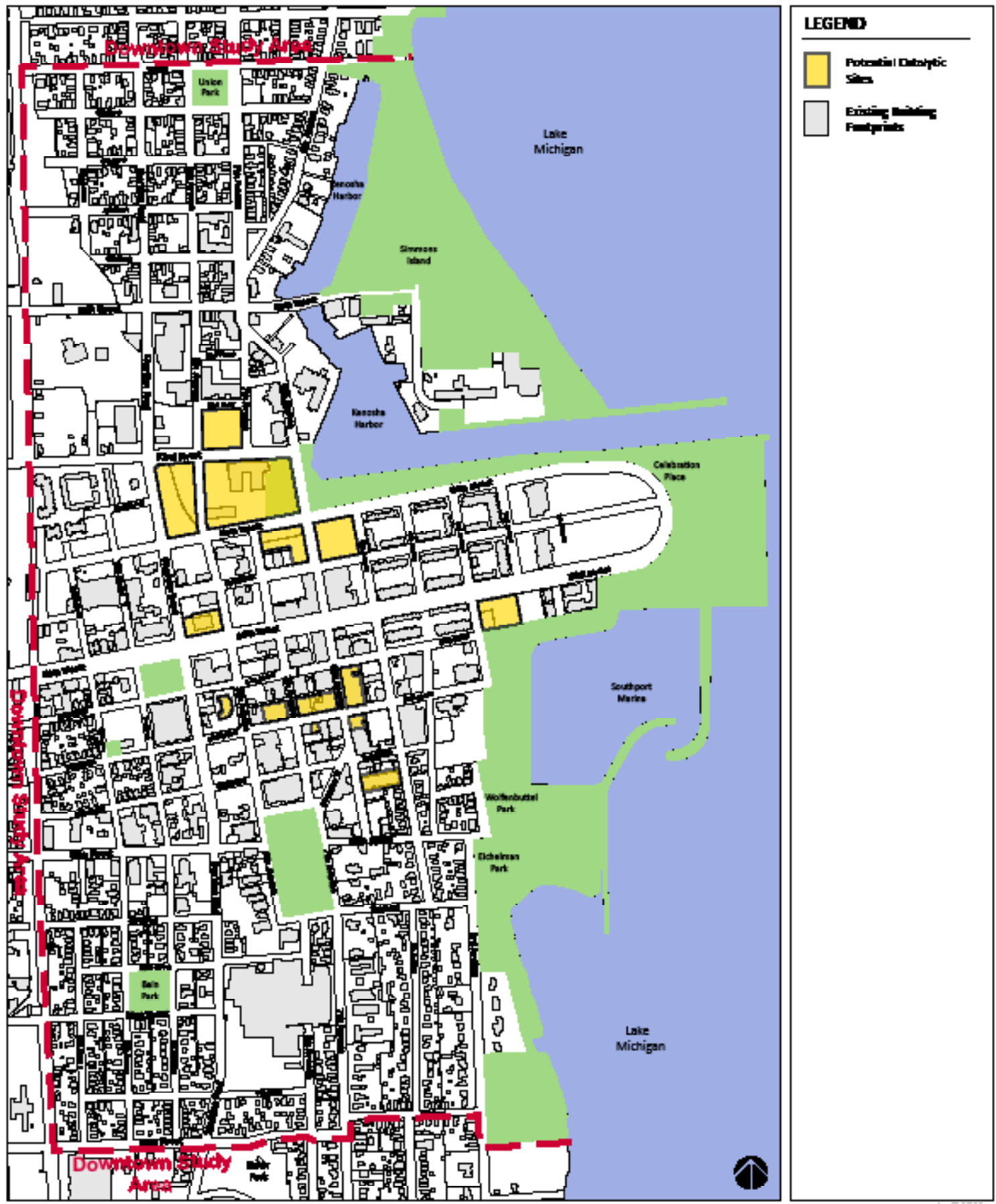


Figure 5-1: Catalytic Sites Map

BRANDING AND MARKETING

Going forward, downtown Kenosha is envisioned to be a unique destination within the greater Chicago-Milwaukee metropolitan regions and on-going efforts to brand and market its retail, service, recreational and cultural offerings and attractions, as well as promote the area's revitalization potential to investors, developers, new businesses and future residents, will be critically important. Such activities will be critical to communicating the Downtown's characteristics as well as the goods and services it offers to shoppers, visitors and potential investors. Therefore, an over-arching branding/marketing strategy for downtown Kenosha can be used to develop marketing materials and advertising campaigns, organize targeted promotional/special events, conduct more effective public relations activities and coordinate with the planned Downtown signage and wayfinding system.

Given its mission, the Kenosha Lakeshore BID would be the most appropriate organization to develop and manage an effective branding and marketing program focused on enhancing downtown's overall image and increasing sales for existing businesses and restaurants. Organizations that could play partnership roles in such program include the City, the Convention and Visitors Bureau, the City and the Chamber of Commerce. Implementation action steps in developing the program may include:

Branding Study

It is recommended that a branding and marketing strategy for Downtown Kenosha be prepared by a professional consultant. A graphic design for a new downtown brand image, and the different types of marketing and promotion activities that could be undertaken to attract certain customer segments, can be prepared as part of the study. Roles and responsibilities of who will manage and support the Downtown marketing program can also be determined.

Image Building Marketing

Marketing Downtown's commercial, cultural and recreational assets will be a key focus of an effective Downtown branding and marketing program. Just as important is promoting Downtown's progress in the revitalization process and creating a heightened awareness and "buzz" about new business openings, living opportunities, entertainment offerings, and special events and festivals. "Image building" advertisements in targeted publications, including those in nearby areas and in the broader Chicago-Milwaukee metropolitan areas, might be effective in informing those who might not know about Downtown's progress and its assets and attractions.



Some of the Community's most popular destinations

ORGANIZATIONAL DEVELOPMENT

Establishing effective public/private partnerships and building local organizational capacity and leadership will be critical to long-term success in implementing the Strategic Plan. Partnerships between the City and entities such as KABA, the BID, the Chamber and other groups, will be especially vital in leveraging financial and human resources to accomplish more complex revitalization initiatives, such as facilitating new development, recruiting new businesses, and in managing ongoing marketing and promotion activities. Such partnerships can also maximize the leadership necessary from both the private and public sectors to help steward Strategic Plan implementation from its early stages to the long term. Key partnership and organizational development implementation steps that should be considered include:

Kenosha Lakeshore BID

The BID was formed initially to market downtown as a shopping destination as well as to support businesses through promotional activities and special initiatives. Going forward, the BID could assume several Strategic Plan implementation tasks and downtown management responsibilities, including streetscape construction and maintenance, business attraction and retention, and building enhancements and other physical improvements, activities that are typical of other BID's in Wisconsin. It is important to note that to become a strong implementation partner, the BID will first need to develop its organizational capacity by hiring staff and expanding its operational budget and membership. If organized and funded properly, the BID can effectively supplement the City by being the "boots on the ground" staff /volunteers that work directly with local property and business owners.

Kenosha Area Business Alliance

Currently, the Association has the staff capacity, and the proven competency, in facilitating various economic development initiatives throughout the County and in the downtown itself. It could also play expanded roles in downtown development by conducting targeted business and corporate attraction activities, convening and recruiting developers for new development and adaptive use projects, create and manage new incentive programs, and facilitate key community-initiated development projects, such as the re-opening the Orpheum Theater or the starting up a downtown grocery store.

Kenosha Area Chamber of Commerce.

The Kenosha Area Chamber of Commerce provides several small business support programs aimed at assisting small businesses market themselves more effectively and become more competitive in the market place. Going forward, the Chamber could play expanded roles in the Downtown revitalization process by undertaking active efforts in business attraction, retention and expansion, including the creation of new incentive and financial programs. However, as most chambers are concerned with community wide development, focusing predominately on the Downtown may contradict its direct mission. Additionally, if the Lakeshore BID decides at some point to expand its capacity and mission to include downtown business development, especially if it repositions itself as Main Street revitalization program, the appropriate role for the Chamber in downtown economic development may need to be further considered and refined.

Kenosha Commission on the Arts.

With the recent City of Kenosha action to form the new Commission on the Arts, the City and Downtown are poised to launch another key economic development "creative" avenue. This commission, while still in its early stages of formation, can be a vital outreach, promotion and cottage industry opportunity if appropriately funded, staffed and managed. Kenosha has long experienced a diverse group of arts and cultural leaders who have invested time, money and sweat equity into setting up shops, studios, galleries and cultural entertainment venues on a "grass roots" basis. This commission is seen as giving these groups a new collective voice in shaping the future of Downtown Kenosha.

To further this "creative forum", the arts should continue to build strong relationships with the area institutions, particularly UW-Parkside and Carthage College. Cross fertilization of ideas and potential venues for art programs, facilities and exhibitions should be shared on a regular basis to create year-round continuity and avoid duplication of efforts. This strong commitment to the arts will be essential to strengthening the fundamental backbone of rebuilding Downtown Kenosha. In many successful city rebuilding initiatives, the arts community has provided the "baby-steps" and most cost-effective solutions and initiatives to moving a Strategic Plan and new brand forward. The obvious energy of this Kenosha group of leaders should be tapped to its full potential.

Main Street Revitalization Program

Several stakeholder groups have expressed interest in adopting the Main Street Four-Point revitalization program as a vehicle for facilitating downtown revitalization and management. The Main Street Four-Point Approach™ is a comprehensive historic preservation-based commercial district revitalization methodology developed by the National Trust for Historic Preservation and administered by the Wisconsin Main Street Program/Wisconsin Economic Development Corporation. Currently, there are thirty-five Wisconsin communities that have operating Main Street programs, including several that have experienced dramatic success by undertaking consistent efforts in downtown marketing, business development and historic building rehabilitation. A Main Street organization must be established to enter the Wisconsin Main Street Program, which will provide regular training and supportive services to help the local Main Street program develop its resources and capacity to implement various revitalization projects and initiatives. Alternatively, the Lakeshore BID could reposition itself as a Main Street program rather than pursue the establishment of a new separate Main Street organization.

FUNDING

Funding from municipal, county, state and Federal sources as well as local foundations, corporate, and civic and business organizations will be needed to finance Strategic Plan elements. Public infrastructure, lakefront and streetscape improvements, and the creation of new incentive programs will be the most significant expenditures and thus should be prioritized according to the Strategic Plan strategies and recommendations. Key funding sources and incentive programs that should be explored further as critical Strategic Plan implementation tools include:

Tax Increment Financing (TIF)

Tax Increment Financing is a State authorized program administered by a municipality that allocates future increases in property taxes from a designated area for improvements dedicated to that area. While TIF is typically used for infrastructure and urban design improvement, it can be used for specific economic development activities, such as gap financing for new development or adaptive use projects.

The Tax Increment Financing District #4 (TID 4) was established in the Downtown along the harbor and lakefront in 1989 and is set to expire in 2031. Funds have been designated for acquisition, demolition, public utility improvements, as well as public parking, street and plaza improvement. See also Figure 5-2. Funds from the TID can be used within an established ½ mile service radius, but any improvements outside of the TID will not generate additional increment for the District. Major projects completed with the assistance of TID 4 funds include the Civil War Museum and the new Boys & Girls Club facility. As of 2008, the new value of TID 4 was estimated at \$119.6 million.

Business Improvement District (BID)

A Business Improvement District has already been established in the downtown but the special tax levy could be increased to underwrite a specific set of additional services to be delivered in the downtown as well as underwriting staff support for the BID. Building improvement efforts, wayfinding signage design and installation, streetscape design and maintenance, business retention/attraction programs, and branding, marketing and promotion activities can be supported through the BID.

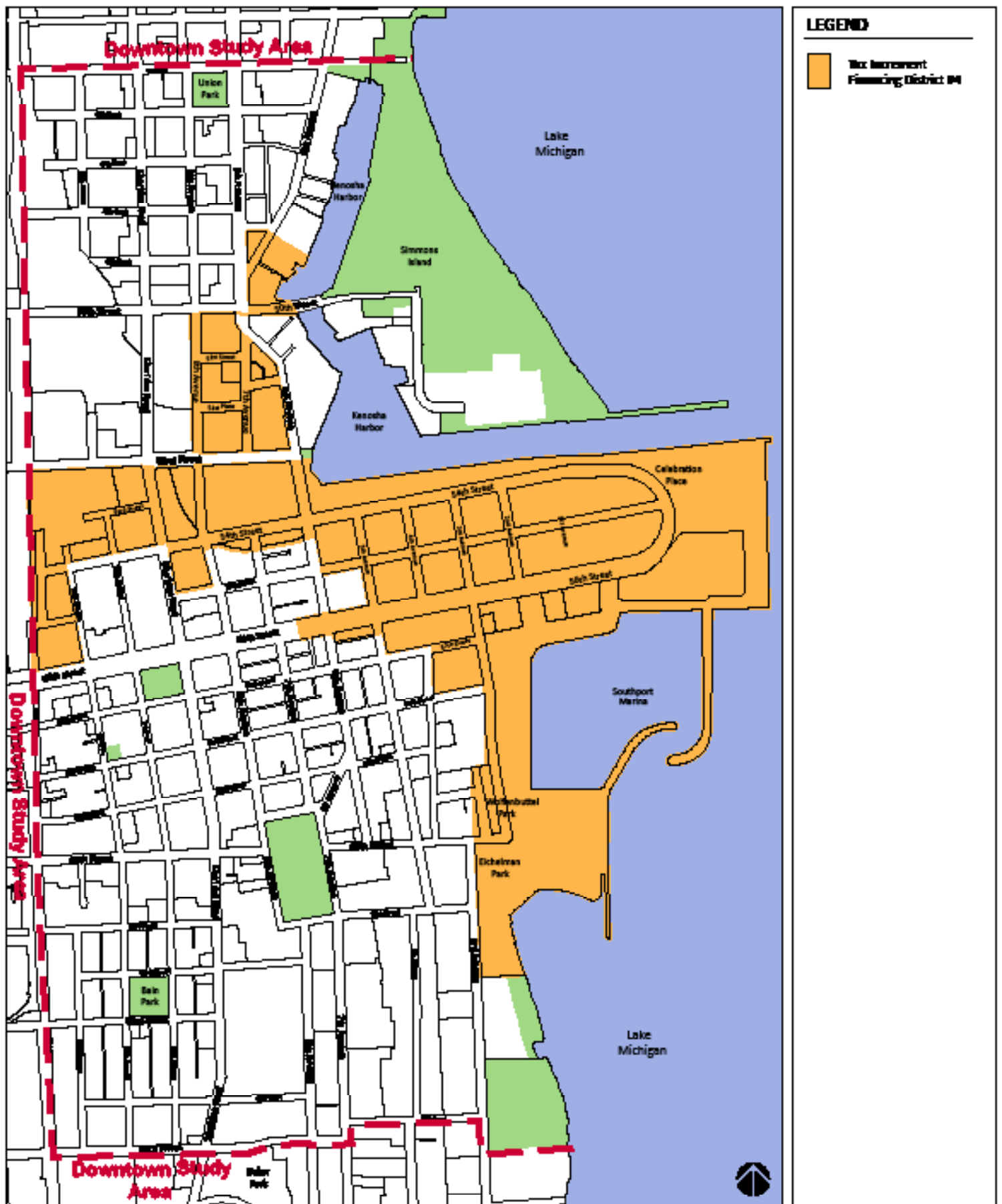


Figure 5-2: District 4 Tax Increment Financing Map

Equity Fund/Community Supported Financing

A private sector equity fund, capitalized by private individuals, or local and regional foundations, specifically for downtown business capitalization, expansion and stabilization could be explored. It may also take the form of a small group of investors pooling funds to create one or more needed businesses, perhaps as a limited stock corporation or cooperative.

Historic Preservation Tax Credit Program

Since 1976, the National Park Service, in partnership with the Internal Revenue Service and the Wisconsin State Historical Society (SHPO), has administered the Federal Historic Preservation Tax Credit Program to encourage rehabilitation and reinvestment in historic buildings. A 20 percent tax credit is provided to owners and developers of income-producing historic buildings who undertake a substantial rehabilitation project in which rehabilitation costs must be equal to or greater than the property's adjusted basis. The State of Wisconsin offers a companion 5 percent tax credit that can be used in conjunction with the Federal program. Both incentives can be used to finance the adaptive use of some of downtown larger historic buildings.

New Market Tax Credits

The New Markets Tax Credit (NMTC) Program, administered by the U.S. Treasury, was established in 2000 with the goal of spurring the revitalization of low-income and impoverished communities and neighborhoods across the United States and Territories. The NMTC Program provides tax credit incentives to investors for equity investments in certified Community Development Entities (CDEs), which invest in low-income communities. The credit equals 39 percent of the investment paid out (5 percent in each of the first three years, then 6 percent in the final four years, for a total of 39 percent) over seven years (more accurately, six years and one day of the seventh year). A Community Development Entity must have a primary mission of investing in low-income communities and persons.

Alberta Co-Op Grocery - Portland Oregon

Alberta Street is the main commercial thoroughfare that traverses the King, Concordia, and Vernon neighborhoods in northeast Portland, Oregon. During the 1960s and 70s, Alberta Street, like many urban commercial districts across the country, experienced economic decline due to neighborhood population shifts, a rise in crime and the loss of long-time established businesses. Today, Alberta Street is one of Portland's most thriving neighborhood districts with restaurants and arts-related and specialty retail stores being the primary drivers of economic activity.

One catalyst business in Alberta Street's recent revitalization was the establishment of the Alberta Co-Op Grocery in 2001 by a group of local neighborhood residents and investors. The Grocery first started in 1997 as a local "buyer's club" among a group of 30 households to make it easier and more affordable to purchase healthy and organic products in bulk from area distributors. The buyer's club then decided to become a grocery cooperative and raised sufficient revenues through a "Founders Fund" campaign, where more than 250 households purchased five year memberships in the cooperative at \$100.00 each. Membership revenues were used to purchase start-up inventory and cover costs for building rehabilitation and staffing. The Grocery occupies a once vacant commercial building on Alberta Street. According to its most recent annual report (2009), the Co-Op generated more \$2.5 million in revenues with over 2,000 members in the cooperative.



APPENDICES

SECTION 6

SECTION 6

VISUAL PREFERENCE SURVEY RESULTS

VISUAL PREFERENCE SURVEY

What are we intending to gain by this process?

- Reaction to Downtown character issues
- Images will help establish development goals/preferences and desired character
- 5 overall categories for survey
 - Main Street Retail
 - Mixed-Use/Residential
 - Streetscape + Identity
 - Open Space
 - Multi-Modal Transit
- Rate each slide with 1 being 'strongly like' and 5 being 'strongly dislike'
- If it is not clear what is shown, mark NC (Not Clear)

Downtown Strategic Development Plan | Kenosha

MAIN STREET RETAIL: R



R-1						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
41.4% (29)	27.1% (19)	18.8% (13)	5.7% (4)	7.1% (5)	0.0% (0)	70
Comments						3
answered question						70
skipped question						1



R-2						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
55.2% (37)	31.3% (21)	11.9% (8)	0.0% (0)	1.5% (1)	0.0% (0)	67
Comments						3
answered question						67
skipped question						4



R-3						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
40.6% (28)	31.8% (22)	11.6% (8)	10.1% (7)	5.8% (4)	0.0% (0)	69
Comments						2
answered question						69
skipped question						2



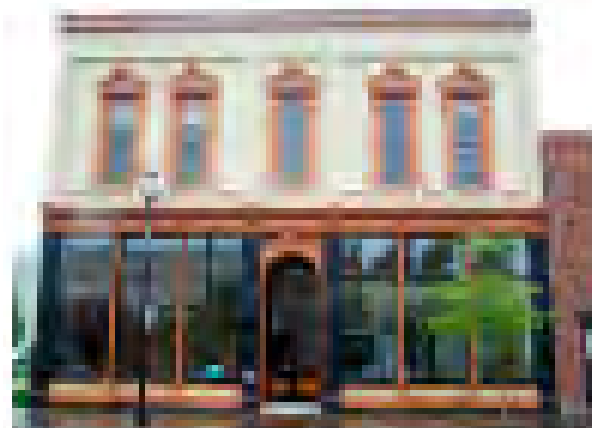
R-4						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.4% (7)	32.8% (22)	22.4% (15)	20.9% (14)	13.4% (9)	0.0% (0)	67
Comments						4
answered question						67
skipped question						4



R-5						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
38.2% (25)	39.1% (27)	14.5% (10)	7.2% (5)	2.9% (2)	0.0% (0)	69
Comments						3
answered question						69
skipped question						2



R-6						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.4% (7)	19.4% (13)	31.3% (21)	17.9% (12)	20.9% (14)	0.0% (0)	67
Comments						3
answered question						67
skipped question						4



R-7						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
48.5% (32)	39.4% (26)	7.6% (5)	3.0% (2)	1.5% (1)	0.0% (0)	66
Comments						2
answered question						66
skipped question						5



R-8						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
44.1% (30)	25.0% (17)	14.7% (10)	8.8% (6)	5.9% (4)	1.5% (1)	68
Comments						5
answered question						68
skipped question						3



R-9						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
58.0% (40)	27.5% (19)	10.1% (7)	2.9% (2)	1.4% (1)	0.0% (0)	69
Comments						6
answered question						69
skipped question						2

R-10						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
20.6% (14)	26.5% (18)	20.6% (14)	22.1% (15)	10.3% (7)	0.0% (0)	68
Comments						4
answered question						68
skipped question						3

R-11						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
49.3% (33)	25.4% (17)	11.9% (8)	11.9% (8)	1.5% (1)	0.0% (0)	67
Comments						4
answered question						67
skipped question						4



R-12						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
22.1% (15)	29.4% (20)	30.9% (21)	10.3% (7)	7.4% (5)	0.0% (0)	68
Comments						1
answered question						68
skipped question						3



R-13						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
16.2% (11)	32.4% (22)	27.9% (19)	16.2% (11)	7.4% (5)	0.0% (0)	68
Comments						1
answered question						68
skipped question						3



R-14						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
13.0% (9)	36.2% (25)	30.4% (21)	8.7% (6)	11.6% (8)	0.0% (0)	69
Comments						2
answered question						69
skipped question						2



R-15						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
35.8% (24)	44.8% (30)	10.4% (7)	6.0% (4)	3.0% (2)	0.0% (0)	67
Comments						1
answered question						67
skipped question						4



R-16						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
31.8% (21)	31.8% (21)	16.7% (11)	12.1% (8)	7.6% (5)	0.0% (0)	66
Comments						1
answered question						66
skipped question						5



R-17						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
20.6% (14)	35.3% (24)	23.5% (16)	10.3% (7)	10.3% (7)	0.0% (0)	68
Comments						3
answered question						68
skipped question						3



R-18						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
14.5% (10)	18.8% (13)	24.6% (17)	26.1% (18)	15.9% (11)	0.0% (0)	69
Comments						3
answered question						69
skipped question						2



R-19						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
7.4% (5)	22.1% (15)	27.9% (19)	23.5% (16)	17.8% (12)	1.5% (1)	68
Comments						2
answered question						68
skipped question						3



R-20						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
4.4% (3)	4.4% (3)	14.7% (10)	39.7% (27)	35.3% (24)	1.5% (1)	68
Comments						5
answered question						68
skipped question						3

MIXED-USE /RESIDENTIAL: MU



MU-1						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
47.8% (33)	27.5% (19)	14.5% (10)	4.3% (3)	5.8% (4)	0.0% (0)	69
Comments						3
answered question						69
skipped question						2

MU-2						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
20.6% (14)	32.4% (22)	25.0% (17)	17.6% (12)	4.4% (3)	0.0% (0)	68
Comments						5
answered question						68
skipped question						3

MU-3						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
45.6% (31)	35.3% (24)	11.8% (8)	4.4% (3)	2.9% (2)	0.0% (0)	68
Comments						2
answered question						68
skipped question						3



MU-4						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
4.3% (3)	2.9% (2)	10.0% (7)	27.1% (19)	55.7% (39)	0.0% (0)	70
Comments						6
answered question						70
skipped question						1



MU-5						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.1% (7)	27.5% (19)	36.2% (25)	17.4% (12)	8.7% (6)	0.0% (0)	69
Comments						1
answered question						69
skipped question						2



MU-6						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.1% (7)	13.0% (9)	33.3% (23)	29.0% (20)	14.5% (10)	0.0% (0)	69
Comments						1
answered question						69
skipped question						2



MU-7						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
23.2% (16)	36.2% (25)	21.7% (15)	11.8% (8)	7.2% (5)	0.0% (0)	69
Comments						2
answered question						69
skipped question						2
MU-8						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
30.4% (21)	33.3% (23)	18.8% (13)	11.6% (8)	5.8% (4)	0.0% (0)	69
Comments						2
answered question						69
skipped question						2
MU-9						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
19.4% (13)	38.8% (26)	20.9% (14)	17.9% (12)	3.0% (2)	0.0% (0)	67
Comments						1
answered question						67
skipped question						4



MU-10						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
38.9% (24)	38.5% (25)	15.4% (10)	7.7% (5)	1.5% (1)	0.0% (0)	65
Comments						3
answered question						65
skipped question						6



MU-11						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
19.7% (13)	21.2% (14)	28.8% (19)	18.2% (12)	12.1% (8)	0.0% (0)	66
Comments						1
answered question						66
skipped question						5



MU-12						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
8.8% (6)	5.9% (4)	11.8% (8)	11.8% (8)	60.3% (41)	1.5% (1)	68
Comments						13
answered question						68
skipped question						3



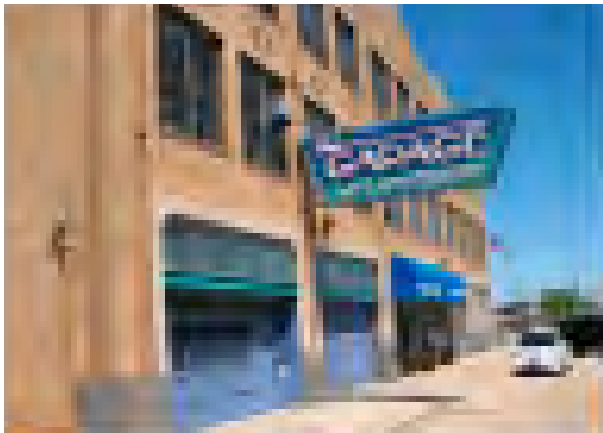
MU-13						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
7.5% (5)	25.4% (17)	23.9% (16)	34.3% (23)	9.0% (6)	0.0% (0)	67
Comments						2
answered question						67
skipped question						4

MU-14						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.3% (7)	27.9% (19)	17.6% (12)	30.9% (21)	13.2% (9)	0.0% (0)	68
Comments						3
answered question						68
skipped question						3

MU-15						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
19.4% (13)	43.3% (29)	20.9% (14)	11.9% (8)	4.5% (3)	0.0% (0)	67
Comments						1
answered question						67
skipped question						4



MU-16						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
38.9% (24)	38.5% (25)	15.4% (10)	7.7% (5)	1.5% (1)	0.0% (0)	65
Comments						3
answered question						65
skipped question						6



MU-17						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
19.7% (13)	21.2% (14)	28.8% (19)	18.2% (12)	12.1% (8)	0.0% (0)	66
Comments						1
answered question						66
skipped question						5



MU-18						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
8.8% (6)	5.9% (4)	11.8% (8)	11.8% (8)	60.3% (41)	1.5% (1)	68
Comments						13
answered question						68
skipped question						3



STREETSCAPE & IDENTITY: S



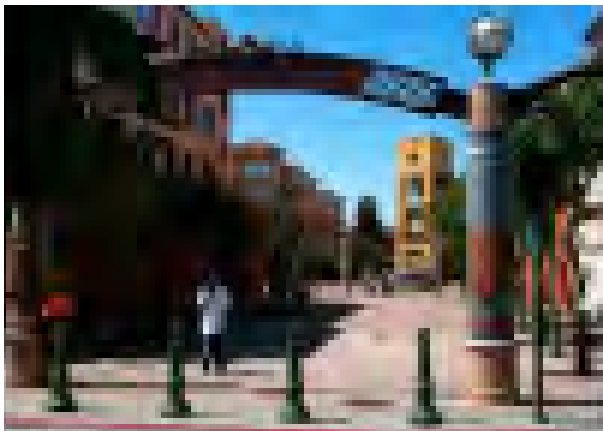
MU-19						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
11.6% (8)	26.1% (18)	31.9% (22)	20.3% (14)	8.7% (6)	1.4% (1)	69
Comments						1
answered question						69
skipped question						2

MU-20						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
17.6% (12)	33.8% (23)	22.1% (15)	20.6% (14)	5.9% (4)	0.0% (0)	68
Comments						2
answered question						68
skipped question						3

S-1						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
23.5% (16)	41.2% (28)	23.5% (16)	4.4% (3)	5.9% (4)	1.5% (1)	68
Comments						3
answered question						68
skipped question						3



S-2						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
80.9% (55)	16.2% (11)	1.5% (1)	0.0% (0)	1.5% (1)	0.0% (0)	68
Comments						4
answered question						68
skipped question						3



S-3						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
53.7% (36)	13.4% (9)	14.9% (10)	7.5% (5)	9.0% (6)	1.5% (1)	67
Comments						2
answered question						67
skipped question						4



S-4						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
33.3% (22)	21.2% (14)	25.8% (17)	15.2% (10)	3.0% (2)	1.5% (1)	66
Comments						2
answered question						66
skipped question						5



S-5						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.4% (7)	25.4% (17)	31.3% (21)	19.4% (13)	13.4% (9)	0.0% (0)	67
Comments						2
answered question						67
skipped question						4



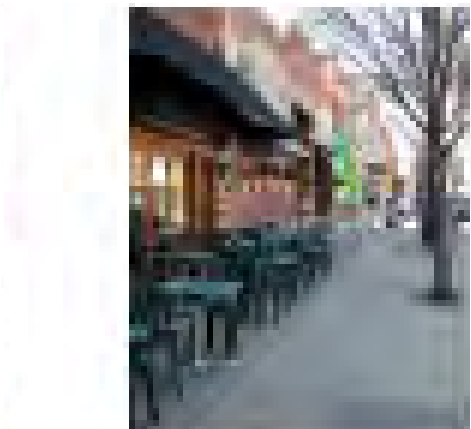
S-6						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
35.3% (24)	27.9% (19)	11.8% (8)	14.7% (10)	8.8% (6)	1.5% (1)	68
Comments						2
answered question						68
skipped question						3



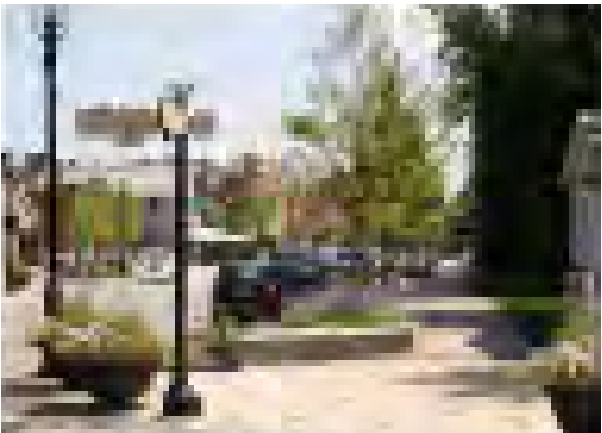
S-7						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
16.7% (11)	30.3% (20)	24.2% (16)	12.1% (8)	12.1% (8)	4.5% (3)	66
Comments						2
answered question						66
skipped question						5



S-8						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
64.2% (43)	22.4% (15)	11.9% (8)	0.0% (0)	0.0% (0)	1.5% (1)	67
Comments						2
answered question						67
skipped question						4



S-9						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
56.5% (39)	31.9% (22)	7.2% (5)	2.9% (2)	0.0% (0)	1.4% (1)	69
Comments						2
answered question						69
skipped question						2



S-10						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
30.8% (20)	46.2% (30)	15.4% (10)	6.2% (4)	1.5% (1)	0.0% (0)	65
Comments						1
answered question						65
skipped question						6



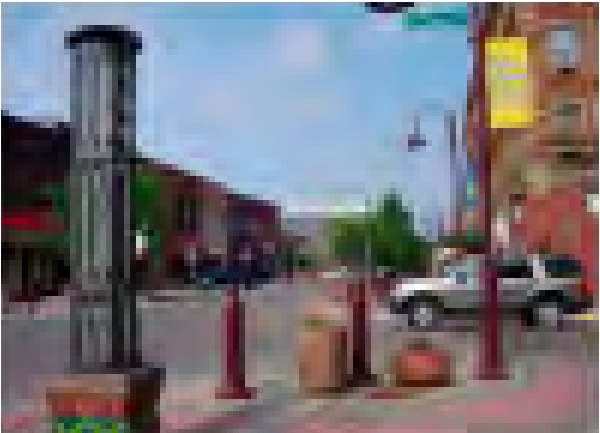
S-11						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
10.8% (7)	13.8% (9)	29.2% (19)	29.2% (19)	13.8% (9)	3.1% (2)	65
Comments						0
answered question						65
skipped question						6



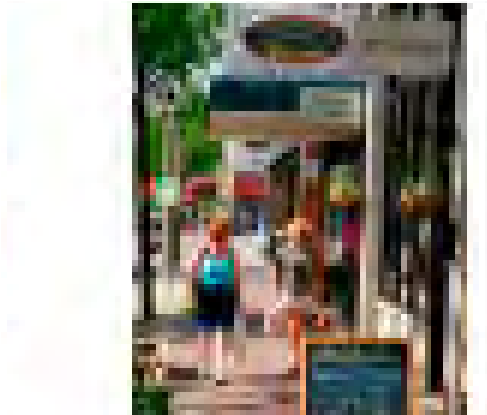
S-12						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
18.2% (12)	24.2% (16)	43.9% (29)	7.6% (5)	6.1% (4)	0.0% (0)	66
Comments						3
answered question						66
skipped question						5



S-13						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
13.6% (9)	22.7% (15)	24.2% (16)	25.8% (17)	13.6% (9)	0.0% (0)	66
Comments						2
answered question						66
skipped question						5



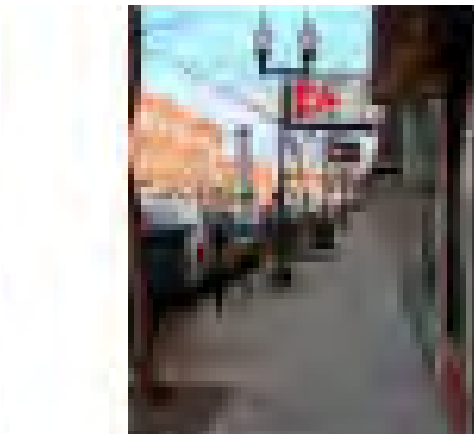
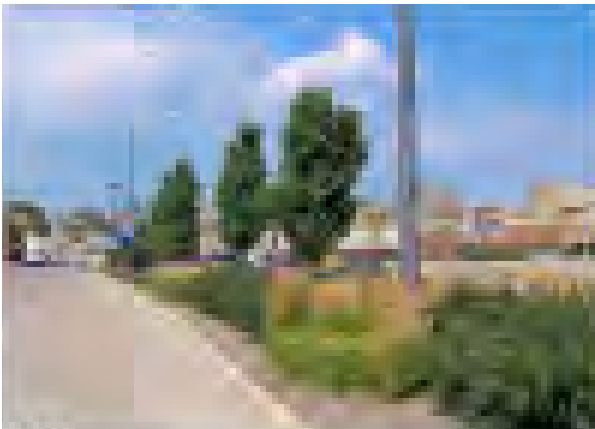
S-14						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
12.1% (8)	27.3% (18)	30.3% (20)	24.2% (16)	6.1% (4)	0.0% (0)	66
Comments						1
answered question						66
skipped question						5



S-15						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
33.3% (22)	39.4% (26)	19.7% (13)	4.5% (3)	3.0% (2)	0.0% (0)	66
Comments						0
answered question						66
skipped question						5



S-16						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
26.9% (18)	50.7% (34)	16.4% (11)	3.0% (2)	3.0% (2)	0.0% (0)	67
Comments						3
answered question						67
skipped question						4



S-17						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
17.9% (12)	28.4% (19)	38.8% (26)	10.4% (7)	4.5% (3)	0.0% (0)	67
Comments						2
answered question						67
skipped question						4

S-18						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
8.8% (8)	23.5% (18)	27.9% (19)	20.6% (14)	19.1% (13)	0.0% (0)	68
Comments						3
answered question						68
skipped question						3

S-19						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
16.4% (11)	20.9% (14)	35.8% (24)	14.9% (10)	11.9% (8)	0.0% (0)	67
Comments						1
answered question						67
skipped question						4



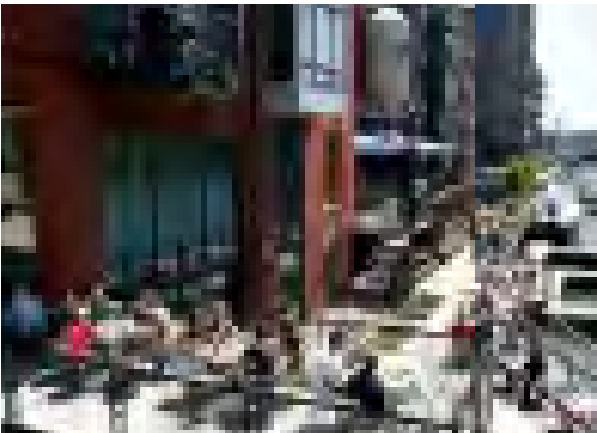
OPEN SPACE: OS



S-20						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
53.7% (36)	34.3% (23)	7.5% (5)	1.5% (1)	3.0% (2)	0.0% (0)	67
Comments						3
answered question						67
skipped question						4

OS-1						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
70.0% (49)	21.4% (15)	4.3% (3)	4.3% (3)	0.0% (0)	0.0% (0)	70
Comments						2
answered question						70
skipped question						1

OS-2						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
62.9% (44)	25.7% (18)	4.3% (3)	5.7% (4)	1.4% (1)	0.0% (0)	70
Comments						2
answered question						70
skipped question						1



OS-3						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
69.1% (47)	23.5% (18)	4.4% (3)	0.0% (0)	1.5% (1)	1.5% (1)	68
Comments						1
answered question						68
skipped question						3

OS-4						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
69.1% (47)	23.5% (18)	4.4% (3)	2.8% (2)	0.0% (0)	0.0% (0)	68
Comments						3
answered question						68
skipped question						3

OS-5						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
63.6% (42)	22.7% (15)	10.8% (7)	1.5% (1)	0.0% (0)	1.5% (1)	66
Comments						3
answered question						66
skipped question						5



OS-6						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
63.1% (41)	18.5% (12)	12.3% (8)	6.2% (4)	0.0% (0)	0.0% (0)	65
Comments						2
answered question						65
skipped question						6



OS-7						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
23.5% (16)	38.2% (26)	23.5% (16)	8.8% (6)	5.9% (4)	0.0% (0)	68
Comments						2
answered question						68
skipped question						3



OS-8						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
62.1% (41)	21.2% (14)	15.2% (10)	0.0% (0)	1.5% (1)	0.0% (0)	66
Comments						2
answered question						66
skipped question						5



OS-9						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
14.7% (10)	38.2% (26)	22.1% (15)	16.2% (11)	8.8% (8)	0.0% (0)	68
Comments						1
answered question						68
skipped question						3

OS-10						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
35.3% (24)	39.7% (27)	16.2% (11)	5.9% (4)	2.9% (2)	0.0% (0)	68
Comments						0
answered question						68
skipped question						3

OS-11						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
35.8% (24)	29.9% (20)	19.4% (13)	9.0% (6)	4.5% (3)	1.5% (1)	67
Comments						1
answered question						67
skipped question						4



OS-12						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
50.0% (33)	38.4% (24)	7.6% (5)	3.0% (2)	1.5% (1)	1.5% (1)	66
Comments						3
answered question						66
skipped question						5



OS-13						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
35.3% (24)	27.9% (19)	23.5% (16)	8.8% (6)	4.4% (3)	0.0% (0)	68
Comments						1
answered question						68
skipped question						3



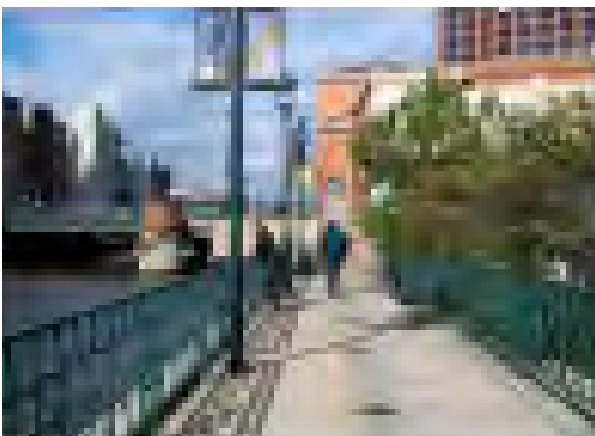
OS-14						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
77.1% (54)	18.6% (13)	1.4% (1)	2.9% (2)	0.0% (0)	0.0% (0)	70
Comments						2
answered question						70
skipped question						1



OS-15						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
47.1% (32)	33.8% (23)	11.8% (8)	5.9% (4)	0.0% (0)	1.5% (1)	68
Comments						2
answered question						68
skipped question						3



OS-16						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
60.0% (39)	18.5% (12)	16.9% (11)	3.1% (2)	1.5% (1)	0.0% (0)	65
Comments						0
answered question						65
skipped question						6



OS-17						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
38.8% (26)	38.8% (26)	16.4% (11)	3.0% (2)	3.0% (2)	0.0% (0)	67
Comments						0
answered question						67
skipped question						4



OS-18						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
76.1% (51)	14.9% (10)	7.5% (5)	1.5% (1)	0.0% (0)	0.0% (0)	67
Comments						2
answered question						67
skipped question						4

OS-19						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
65.7% (44)	26.9% (18)	4.5% (3)	1.5% (1)	0.0% (0)	1.5% (1)	67
Comments						1
answered question						67
skipped question						4

OS-20						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
44.9% (31)	26.1% (18)	17.4% (12)	7.2% (5)	2.9% (2)	1.4% (1)	69
Comments						2
answered question						69
skipped question						2

MULTI-MODAL TRANSIT: T



T-1						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
52.2% (35)	25.4% (17)	13.4% (9)	4.5% (3)	4.5% (3)	0.0% (0)	67
Comments						3
answered question						67
skipped question						4

T-2						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
25.4% (17)	38.8% (26)	20.9% (14)	11.9% (8)	3.0% (2)	0.0% (0)	67
Comments						2
answered question						67
skipped question						4

T-3						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
42.0% (29)	34.8% (24)	13.0% (9)	7.2% (5)	2.9% (2)	0.0% (0)	69
Comments						2
answered question						69
skipped question						2



T-4						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
50.0% (33)	34.8% (23)	10.6% (7)	4.5% (3)	0.0% (0)	0.0% (0)	66
Comments						1
answered question						66
skipped question						5

T-5						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
52.9% (36)	20.6% (14)	13.2% (9)	2.9% (2)	10.3% (7)	0.0% (0)	68
Comments						4
answered question						68
skipped question						3

T-6						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
40.9% (27)	33.3% (22)	21.2% (14)	1.5% (1)	1.5% (1)	1.5% (1)	66
Comments						1
answered question						66
skipped question						5



T-7						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
8.8% (8)	32.4% (22)	28.5% (18)	14.7% (10)	16.2% (11)	1.5% (1)	68
Comments						2
answered question						68
skipped question						3

T-8						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
54.7% (35)	28.6% (17)	10.9% (7)	4.7% (3)	3.1% (2)	0.0% (0)	64
Comments						2
answered question						64
skipped question						7

T-9						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
26.5% (18)	22.1% (15)	25.0% (17)	11.8% (8)	14.7% (10)	0.0% (0)	68
Comments						2
answered question						68
skipped question						3



T-10						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
51.5% (35)	26.5% (18)	16.2% (11)	4.4% (3)	1.5% (1)	0.0% (0)	68
Comments						1
answered question						68
skipped question						3



T-11						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
72.3% (47)	24.6% (16)	1.5% (1)	0.0% (0)	1.5% (1)	0.0% (0)	65
Comments						1
answered question						65
skipped question						6



T-12						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
66.2% (45)	19.1% (13)	8.8% (6)	0.0% (0)	4.4% (3)	1.5% (1)	68
Comments						4
answered question						68
skipped question						3








T-14						
Strongly Like	Like	Neutral	Dislike	Strongly Dislike	Not Clear	Response Count
64.7% (44)	19.1% (13)	10.3% (7)	1.5% (1)	4.4% (3)	0.0% (0)	68
Comments						3
answered question						68
skipped question						3








SECTION 6: APPENDICES

COMMUNITY SURVEY SUMMARY







1. What is your relationship to Kenosha? (Select all that apply)

		Response Percent	Response Count
Live here		87.4%	424
Work here		53.4%	259
Study here		12.2%	59
Play here		55.9%	271
Other		9.9%	48
answered question			485
skipped question			5

2. If a resident, how long have you lived in Kenosha?

		Response Percent	Response Count
0-5 years		11.5%	50
5-10 years		13.3%	58
10-20 years		18.6%	81
20-30 years		16.3%	71
30-40 years		12.6%	55
40-50 years		9.4%	41
over 50 years		18.2%	79
answered question			435
skipped question			55

3. If you work in Kenosha, how long have you worked here?

		Response Percent	Response Count
0-5 years		24.6%	89
5-10 years		20.2%	73
10-15 years		13.8%	50
15-20 years		10.8%	39
20-30 years		12.2%	44
over 30 years		18.5%	67
answered question			362
skipped question			128

4. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)

	Response Count
	471
answered question	471
skipped question	19

5. In what ZIP code is your work located? (enter 5-digit ZIP code; for example, 00544 or 94305)

	Response Count
	414
answered question	414
skipped question	76







6. When you think of Downtown Kenosha, what comes to mind?

	Response Count
	421
answered question	421
skipped question	69

7. How often do you visit Downtown Kenosha?

		Response Percent	Response Count
Everyday	<div></div>	18.1%	80
Several days a week	<div></div>	28.6%	126
Once a week	<div></div>	22.0%	97
Once a month	<div></div>	16.8%	74
A few times a year	<div></div>	13.6%	60
Never	<div></div>	0.9%	4
	answered question		441
	skipped question		49

8. What was your purpose of your last visit Downtown?

		Response Percent	Response Count
Work		19.0%	76
Shopping		19.3%	77
Dining		37.0%	148
Entertainment		12.0%	48
Recreation		10.5%	42
Education		2.3%	9
Other (please specify)			80
answered question			400
skipped question			90

9. Name your top three favorite stores, restaurants or businesses within Downtown.

	Response Count
	425
answered question	425
skipped question	65

10. Please identify the last three personal or household items you purchased Downtown and where you purchased them from.









	Response Count
	384
answered question	384
skipped question	106

11. When looking for evening entertainment, where do you go?		
		Response Count
		398
answered question		398
skipped question		92






12. What do you think are the important Downtown landmarks, buildings, institutions and attractions in the area?		
		Response Count
		411
answered question		411
skipped question		79

13. What businesses and amenities do you think are missing from the Downtown?		
		Response Count
		385
answered question		385
skipped question		105






14. What personal service businesses you would you like to see in the Downtown? (select all that apply)

		Response Percent	Response Count
Hair and nail salons		41.4%	103
Day care		24.1%	60
Dry cleaner		40.6%	101
Fitness/massage		39.8%	99
Healthcare		38.6%	96
Martial arts		16.5%	41
Pet care		31.7%	79
Travel agency		21.7%	54
Other (please specify)			146
answered question			249
skipped question			241






15. What business services would you like to see in the Downtown? (select all that apply)

		Response Percent	Response Count
Architectural, Engineering, Related Services		55.6%	140
Financial Services		56.7%	143
Management & Consulting Services		56.0%	141
Graphic Arts		72.6%	183
Accountants		46.0%	116
Other (please specify)			93
answered question			252
skipped question			238






16. What do you think of the general appearance and aesthetics of the Downtown?

		Response Percent	Response Count
Very good		2.6%	11
Good		18.7%	79
Neutral		27.7%	117
Poor		40.0%	169
Very poor		10.9%	46
answered question			422
skipped question			68

17. How often do you attend festivals or special events within the Downtown?

		Response Percent	Response Count
Once a year		9.7%	41
Two to three times a year		27.8%	117
Three to five times a year		24.7%	104
Five or more times a year		34.0%	143
Never		3.8%	16
answered question			421
skipped question			69

18. How safe or unsafe do you feel in Downtown Kenosha?

		Response Percent	Response Count
Very safe		32.2%	137
Somewhat safe		37.4%	159
Neither safe nor unsafe		16.7%	71
Somewhat unsafe		11.5%	49
Very Unsafe		2.1%	9
answered question			425
skipped question			65






19. What is your experience accessing Downtown Kenosha from the Interstate or local highways?

		Response Percent	Response Count
Very good		17.5%	74
Good		37.0%	156
Neutral		25.6%	108
Poor		17.1%	72
Very poor		2.8%	12
answered question			422
skipped question			68



20. When coming to Downtown Kenosha by car, what is your experience navigating the local streets?

		Response Percent	Response Count
Very good		25.3%	107
Good		46.6%	197
Neutral		18.9%	80
Poor		7.3%	31
Very poor		1.9%	8
answered question			423
skipped question			67



21. How would you rate the usefulness of the existing directional signs to key sites (municipal buildings, museums, waterfront, parking garages, etc.)?

		Response Percent	Response Count
Very good		9.3%	39
Good		33.3%	140
Neutral		33.5%	141
Poor		17.3%	73
Very poor		6.7%	28
answered question			421
skipped question			69





22. Do you think any improvements are needed to existing Downtown roadways?

		Response Percent	Response Count
No		53.7%	211
Yes		46.3%	182
If yes, which ones?			175
answered question			393
skipped question			97






23. Is the amount and location of parking in the Downtown acceptable on an average day?

		Response Percent	Response Count
Yes		71.8%	295
No		28.2%	116
If no, please specify any problematic areas			114
answered question			411
skipped question			79






24. How many times (on average) do you park when you visit the Downtown?

		Response Percent	Response Count
Once		41.1%	172
Twice		16.5%	69
Three or more		33.9%	142
Does not apply		8.6%	36
answered question			419
skipped question			71






25. How would you rate the Downtown walking environment (including the condition of existing sidewalks)?

		Response Percent	Response Count
Very good		12.6%	53
Good		55.0%	231
Neutral		23.3%	98
Poor		7.4%	31
Very poor		1.7%	7
If improvements are needed, specifically where?			58
answered question			420
skipped question			70





26. How would you rate the Downtown bicycle amenities (on-street/off-street trails, bike racks, etc.)?

		Response Percent	Response Count
Very good		5.6%	22
Good		19.2%	76
Neutral		46.3%	183
Poor		23.5%	93
Very poor		5.3%	21
If improvements are needed, specifically where?			88
answered question			395
skipped question			95




27. What is your general impression of public transportation in Kenosha?

		Response Percent	Response Count
Very good		4.8%	20
Good		27.7%	116
Neutral		44.2%	185
Poor		18.4%	77
Very poor		5.0%	21
answered question			419
skipped question			71






28. Have you ever used public transportation in Downtown Kenosha? (check all that apply)

		Response Percent	Response Count
Yes - Metra		53.3%	224
Yes - Trolley		58.8%	247
Yes - Bus		21.7%	91
No		25.5%	107
answered question			420
skipped question			70





29. If you answered no, why not?

		Response Percent	Response Count
No transit available near my origin/destination		46.2%	36
Do not feel transit is safe or comfortable		26.9%	21
Transit does not provide service at the times needed		53.8%	42
	Other (please specify)		74
answered question			78
skipped question			412





30. How often do you use the Metra Train either to or from Kenosha?

		Response Percent	Response Count
Never		20.4%	86
Occasionally		76.2%	321
1-2 days a week		1.2%	5
3-5 days a week		1.9%	8
7 days a week		0.2%	1
Unaware of service		0.0%	0
answered question			421
skipped question			69

31. How would you describe the amount of service provided by Metra to and from Kenosha?

		Response Percent	Response Count
Acceptable		31.8%	130
Does not offer frequent enough service		39.1%	160
Does not offer service at necessary times/days		14.2%	58
Not applicable		14.9%	61
Please feel free to provide additional detail			100
answered question			409
skipped question			81

32. How would you describe the trolley service provided in Kenosha?

		Response Percent	Response Count
Acceptable		50.0%	172
Does not offer frequent enough service		7.6%	26
Does not offer service at necessary times/days		9.0%	31
Not applicable		33.4%	115
Please feel free to provide additional detail			196
answered question			344
skipped question			146







33. Please list destination(s) (place or closest intersection) within or near Kenosha that you would like to travel to using public transportation.

	Response Count
	223
answered question	223
skipped question	267

34. If you want to be contacted about upcoming events and workshops regarding this process, please provide us your email address:

	Response Count
	207
answered question	207
skipped question	283

35. How would you like to receive information on Downtown Kenosha in the future? (check all that apply)

		Response Percent	Response Count
Web-site		48.3%	161
US Mailed Newsletter		14.1%	49
E-mailed Newsletter		63.2%	220
Facebook		40.5%	141
Twitter		4.9%	17
Text Messages		3.4%	12
	answered question		348
	skipped question		142

36. What type of information would you like to receive from the Downtown Kenosha in the future?		
		Response Count
		252
answered question		252
skipped question		238

37. Please feel free to provide any other comments regarding this planning process:		
		Response Count
		187
answered question		187
skipped question		303

KENOSHA WORKSHOP “BIG IDEA” RESPONSES

INFRASTRUCTURE/DEVELOPMENT

- Some kind of bridge (walking or bicycle only) across the harbor so that people could walk from Simmons Island to HarborPark Market Place.
- Semi-permanent structure for market place on vacant land South of the museums.
- To build a Trump Tower. It was once proposed and denied in nearby Somers, bring something like that downtown.
- Convention Center. Restaurants in the Elks Club. Restore Kenosha Theater.
- Centralized parking garage – multi-level – designed to fit into a historic downtown setting.
- Dig a canal through downtown and have a river walk and ice skating.
- Open up Pike River and create a river walk along the river.
- Boat casino.
- Open air market
- Ski hill at the Chrysler site with trolley to skiing.
- Put a foot bridge (one that turns or is high enough for sail boats) across the harbor. Unite the light house and history museum with the Public & Civil War Museums.
- Large sports arena convention center.
- Indoor waterpark where Mayor's Office Building is.
- Tear down & give land to corporations who will bring office/mixed use buildings.
- Multi-floor parking garage just west of HarborPark – maybe vacant land on 6th Ave. & 55th St.
- Lets look at some of the big empty buildings as potential city owned indoor parks – dog parks...
- The city should take over some buildings – like the (Alford) or the Candlefactory Building; and encourage some community focused ventures like a food co-op. Other cities much smaller than ours have supported such projects.

- Support affordable housing and workspace for artists, craftspeople. Creative people, who don't earn much money but could potentially contribute significantly to cultural life.

BUSINESS RELATED

- Consulting services and financial help to small businesses. Those that are well run do well, but too many are not well run or started without enough funding.
- More retail. City government needs to be more conducive to new business. The go overboard and make it too hard to open a new business.
- Trader Joes.
- Hold landlords accountable.
- Inviting way-finding signage with tri-fold (or similar) brochure size maps for people to easily navigate and be introduced to businesses they may have otherwise been unaware of.
- Big ideas are great and I hope you have some bold ones. But Downtown needs to pay attention to details: 1. Downtown retail is only as strong as its natural market area. What is the plan for residential within walking distance of retail? 2. Downtown will never have as large a market as it used to. What is the plan or consolidating and concentrating the geographic limits of the retail districts? 3. What is the plan for that huge strip of open land that separates Downtown into two parts? It's a barrier and hinders walking between retail areas. Pick one area to support and let the other do what its going to do. 4. Incorporate more New Urbanist principles. We don't need big public facilities like arenas, theatres, stadiums, etc. 5. Thanks for doing this, and good luck (Yes, I'm a planner – AICP, CNU-A).
- Magazine focus. Downtown – a great place for your next home/office.
- Impose a heavy fine on landlords who would rather have buildings stand empty than lower rents.
- Move municipal building to Bane location.
- Retail! Retail! Retail! Large variety of shops bring in a large variety of shoppers.
- Hold absentee landlords responsible!!

SECTION 6: APPENDICES

- Make landowners accountable or all of Downtown will be bought by outsiders. Who will be accountable.
- Working with business district to make it easier to locate Downtown than it is now.
- Make starting a business downtown less of a series of headaches!!
- Make sure that the buildings owned by people outside of Kenosha actually participate in this – tired of building owners that don't care.
- I think before the city rushes to fund anymore big projects they should take a chance on seeing if they might harness some local energy, businesses, and ideas to deal with some of these empty buildings and open spaces. Support some community garden projects on empty land rather than trying to build more housing with City money. See if some housing cooperatives or mixed-use – with smaller co-op investors might work. But pressure needs to be given for speculators to play fair. Be reasonable.

TRANSPORTATION

- Expand the trolley.
- Widen 52nd St. from 39th Ave. to the lakefront, add tree-lined boulevard and turning lanes. Make it the Champs Elysees of Kenosha.
- Streetcar line expansion.
- Do away with 2 hour parking from 8am to 6pm, 6 days a week!! That's what is killing Downtown!
- Streetcar expansion north to 46th – Union Park; south to 59th – Library park. \$10 million available.
- 1. Bring Trolley west. 2. Create a better connection from 94 to Downtown – harbor drive – 52nd St.
- Whatever it takes to bring express or faster train from Chicago to Kenosha.

CULTURAL/ENTERTAINMENT

- Theater District.
- Stock more salmon.

- Play up the retro eclectic vibe of Downtown – Franks, Coffee Pot, Trolley, Mike Bjorn's, Rendezvous Lounge...
- To use the talent being cultivated at area schools, by increasing youth involvement in Downtown. Create attractions that keep talent here.
- Move all municipal statues by museums.
- Theatre district with the Rhode center for the Arts, Orpheum and Kenosha Theatre.
- Family focused venues, such as moderately priced restaurant, Recplex type facility, groceries, drugstore.
- Make Kenosha a healthy & fun destination! Lots of activities from bicycling to swimming, fishing to snowfest/winterfest.
- Promote the harbor to attract boaters, including quality hotel and entertainment.
- Embrace – Art, Music, Festivals, Community
- Outdoor movies on the backside of the Rhode Theater – turn that whole lot into a park for a while.... A fitness park from adults. They are all over Europe!
- Yacht Club with membership and boats for rent.

HISTORIC PRESERVATION

- See if you can get developers to rebuild the old buildings. Try to sell them at a low price and give rehab loans at a low interest rate to get them occupied again.
- Landlords of large empty buildings need to be compelled to either FIX or SELL those buildings, so Downtown can progress.
- Please restore all historical buildings instead of tearing them down. History is in the architecture. I do not want a "cookie cutter" downtown. Thanks.
- Keep good buildings – knock down bad.
- Save the historic properties starting with the Heritage House (former Elks Club).
- Start reusing the existing large buildings downtown instead of building new ones!
- Put Heritage House (the old Elks Club) in your plan. Have City sell it from \$1.00 to whoever will restore it.

- Tear down all buildings that are beyond repair and start with (Garbs?).
- Hold an open Kenosha event where the buildings are open and people are there to give the history. Milwaukee just had one – it was great.
- Rehab the Elks Club to include: 1. Ballroom. 2. Bed & Breakfast. 3. Culinary school. 4. Epicurian Center!
- Restore the Kenosha Theatre – bring in people to see national acts.
- Partner with the Colleges to rehab some of the Downtown buildings for housing. Living there could be part of an urban studies, urban ecology, anthropology program..
- Restore the Kenosha Theater for live entertainment.
- Save and restore the Kenosha theatre, built by Universal, and named after the City!

MISCELLANEOUS

- Bring back crazy days.
- Check out Cedarburg, Wisconsin as an example of what Kenosha could be.
- Make it happen.
- Clean up downtown – trash, grime, curb appeal
- Demolish decaying old buildings – replace with paved city square for festivals, etc.
- Watring building – put light on top (safety issue for helicopters), Turn into hotel or convention center with high-quality top floor restaurant, and grocery store plus small merchants on lower levels.
- Farmer's market – if moved, put it in empty lot on 6th Ave.
- Public Museum – coffee shop on second floor to get views of lake
- Prevent drag racing on 55th & 56th St.
- Trolley – runs empty so fill it with musicians, parties, special events, etc.; start earlier in the morning (6am) for commuters
- Clean up train station

- No more bars
- Get local landmark businesses to move to city – provide financial enticement (tenuta's, Andria's, Chiapetta shoes, Gerhards restaurant, Bartley House, Jockey, etc.).
- Create cobble stone town square – place to be seen, gathering area, seasonal event space
- Show movies at downtown theaters
- Lake Michigan Boardwalk (from Pennoyer Park to Eichelman Park) – close lakefront road in Pennoyer park; pedestrian bridge over harbor entrance to connect museum campus.
- Transporation – ferry service, expand trolley service to Carthage and Parkside
- Do not allow substandard housing to be developed within immediate area – more low cost, multi-unit housing developments aren't needed. Whats up with YMCA.
- Connect with local businesses and others – connect with United Hospital, court house. Connect with Kemper Center and Anderson Art Center
- Alternative Entertainment Ideas – Merry-go-round (Chattanooga, TN), Old Fashion Train Ride or roller coaster, fishing hole for kids (not lake Michigan).
- Create marketing plan for Kenosha – target Chicago area residents