

April 2007

# Compass Points

Kenosha County's Comprehensive Planning Newsletter

## Kenosha County Café

On May 12th, Kenosha County will hold the Kenosha County Café, a countywide discussion to create a shared vision for the community. Invitations have been sent to a cross-section of Kenosha County, including residents, business owners, local government officials, school board members, and representatives from the farming community, economic/business development centers, realty and construction, environmental interest groups, historical and cultural societies, and universities and colleges. With a diversity of opinions, backgrounds and experiences, the Café will generate an open and expansive discussion about where Kenosha County is, and where it can, and should, be in the future.

The purpose of the Kenosha County Café is to answer the question: "What do we want Kenosha County to look like in 30 years?" In small group discussions, participants will explore the possibilities, speak about their hopes and concerns, and gradually work towards a common vision of where they want the County to go.

For more information about the Kenosha County Café, please contact Kristen Lie at (262) 857-1946 or email: [kristen.lie@ces.uwex.edu](mailto:kristen.lie@ces.uwex.edu).

### Kenosha County Café

Saturday, May 12, 2007  
Kenosha County Center  
(19600 76th Street, Bristol)  
9:30 AM—Noon

## Draft Chapters of the Multi-Jurisdictional Comprehensive Plan for Kenosha County

Drafts of Chapters I, II, III and IV have been put together, reviewed, and received preliminary approval from the Kenosha County Multi-Jurisdictional Advisory Committee (MJAC). These chapters, and Chapters V and VI, focus on inventories of existing and historical data regarding topics such as population, housing, employment, transportation systems and services, utilities, community facilities, plans, ordinances and land uses. Draft chapters, as well as PowerPoint presentations and fact sheets about each chapter, are available on Kenosha County's Smart Growth website.

Draft Chapter I ("Introduction and Background") provides general information about Wisconsin's Comprehensive Planning legislation, the statutory requirements of the comprehensive plan, and an outline of the planning process and the plan's adoption and implementation.

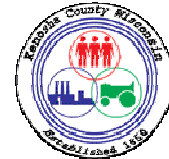
For a copy of the complete draft chapters, please visit:  
[www.co.kenosha.wi.us/plandev/smart\\_growth.html](http://www.co.kenosha.wi.us/plandev/smart_growth.html)

### In This Edition:

- ◆ Kenosha County Café
- ◆ Summary of Draft Chapters 1 and 2
- ◆ Kickoff Meeting SWOT Results
- ◆ Interactive Mapping Tools

### Your Comprehensive Planning Team:

- ◆ **John Roth**  
Planning Manager  
Kenosha County Planning and Development



- ◆ **Nancy Anderson**  
Chief Community Assistance Planner  
SEWRPC
- ◆ **Kate Madison**  
Community Assistance Planner  
SEWRPC



- ◆ **Annie Jones**  
Community Resource Development Educator  
Kenosha County UW-Extension
- ◆ **Kristen Lie**  
Community Planning Educator  
Kenosha County UW-Extension

**UW Extension**



## Summary of Draft Chapter II: Population, Household & Employment Trends in Kenosha County

Over the past decades, Kenosha County has experienced significant and rapid growth. Between 1940 and 2000, the County increased by 86,072 residents, or approximately 136%. (In the same period, the Southeastern Wisconsin Region grew by 81%, the State by 71% and the nation by 113%.) The Wisconsin Department of Administration estimated that there were 158,219 residents in the County in 2005, a 6% increase from 2000.

Between 1990 and 2000, changes in population varied from a 0.6% decrease in the Town of Paris to a 38% increase in the Town of Salem. 46% of the County's population growth occurred in the City of Kenosha, 29% occurred in the villages, and 25% occurred in towns.

The population characteristics of Kenosha are similar to those of the region. The median age of County residents in 2000 was about 35 years. 88.4% of residents were White; 5.9% were Black or African American; 0.9% were Asian; 0.4% were American Indian or Alaskan Native; 1.9% reported themselves as multi-racial. Federal definitions consider Hispanic to be an ethnic group, rather than a racial one; in 2000, 7.2% of County residents (10,757 people) were Hispanic.

Of County residents at least 25 years old, 84% had attained at least a high school or higher level of education, and just over 50% had attended some college or earned an associate, bachelor or graduate degree.

Correlating with the population growth, there was a considerable rise in the number of households. (A household is defined by the Census Bureau as all persons who occupy a housing unit.) In 2000, there were 56,057 households in Kenosha County—a 30% increase from 1980. 2.6 persons was the average household size.

In 1999, the median annual household income of all households in the County was \$46,970. Median incomes ranged from \$70,078 in the Town of Brighton to \$41,902 in the City of Kenosha. 7% of households in the County reported income below the poverty line.

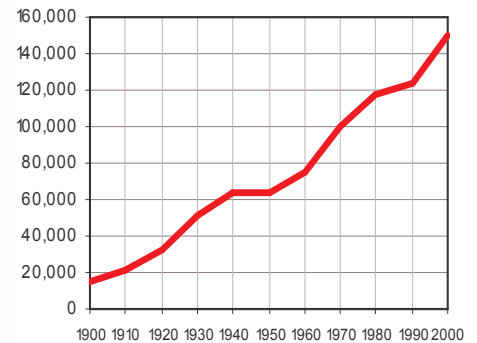
In 2000, there were 77,980 County residents in the workforce. Of those, almost 94% were employed at the time of the Census:

- ♦ 29% were employed in management, professional and related occupations
- ♦ 27% were employed in sales and office occupations
- ♦ 20% were employed in production, transportation and material moving occupations
- ♦ 14% were employed in service occupations
- ♦ 10% were employed in construction, extraction and maintenance occupations
- ♦ Less than 0.5% were employed in farming, fishing and forestry occupations

In 2000, just over 56% of employed Kenosha residents worked in the County. Of those who commuted, 21% worked in Lake County, Illinois and 9% worked in Racine County.

Approximately 68,700 jobs were located in Kenosha County in 2000. Between 1970 and 2000, there was an overall 63% increase in jobs in the County, but a 23% decrease in manufacturing jobs and a 50% decrease in agricultural jobs.

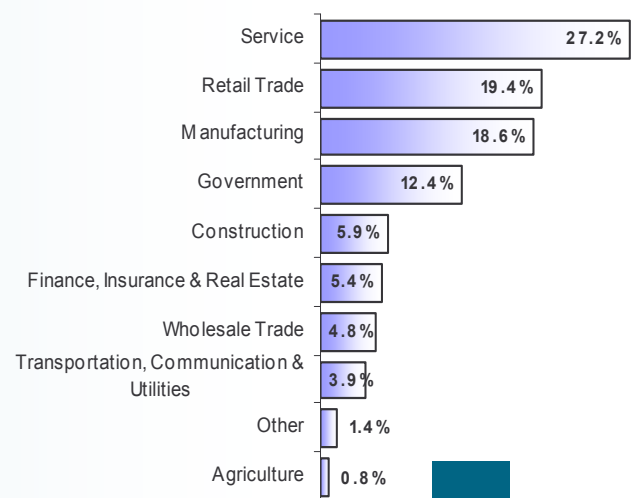
POPULATION OF KENOSHA COUNTY: 1900-2000



Source: U.S. Census Bureau and SEWRPC



PERCENTAGE OF JOBS BY GENERAL INDUSTRY GROUP IN KENOSHA COUNTY: 2000



Source: US Bureau of Economic Analysis and SEWRPC

## Smart Growth Kickoff Meeting

On March 21, Kenosha County kicked off its multi-jurisdictional comprehensive planning effort to gather input from citizens from throughout the County. Approximately 40 people came to this introductory meeting to receive basic background information about the Smart Growth legislation and requirements and the planning process timeline.

Meeting participants then divided into six small groups to brainstorm about Kenosha County's strengths, weaknesses, opportunities and threats. The SWOT analysis provides the planning committee with helpful information to develop effective goals and strategies which will build on the community's strengths and take advantage of opportunities while minimizing or overcoming the impact of weaknesses and threats.

Results from the SWOT workshop identified the following issues as priorities in Kenosha County; those in bold were selected as top priorities.



### Toolbox: Interactive Mapping

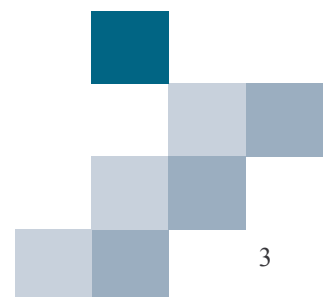
The Kenosha County Department of Planning & Development has an online interactive mapping tool that allows you to locate and display geospatial information about any area in the County by entering its address or tax parcel ID number.

Data layers—including streets, bike trails, zoning, flood plains, watersheds, environmental corridors, school districts, voting districts, and aerial photos—can be overlaid on the display and used to generate a customized map of any part of the County.

To use this tool, please visit:  
[www.co.kenosha.wi.us/plandev/mapping/interactive\\_map.html](http://www.co.kenosha.wi.us/plandev/mapping/interactive_map.html)

<u><b>STRENGTHS</b></u>	<u><b>WEAKNESSES</b></u>
<ul style="list-style-type: none"> <li>◆ <b>Quality Educational System</b></li> <li>◆ <b>Location (proximity to Chicago and Milwaukee, and Lake Michigan)</b></li> <li>◆ <b>Abundance of Agricultural and Natural Resources</b></li> <li>◆ Lake Michigan</li> <li>◆ Existing intergovernmental cooperation</li> <li>◆ Good transportation system</li> <li>◆ Recreational/Cultural Opportunities</li> <li>◆ Parks</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Deteriorating air quality</b></li> <li>◆ <b>Unmanaged development/Urban sprawl</b></li> <li>◆ <b>Lack of countywide public transit services</b></li> <li>◆ Crime rate</li> <li>◆ Lack of sense of community</li> <li>◆ Lack of intergovernmental and countywide cooperation</li> <li>◆ Decline of traditional industries and loss of jobs</li> <li>◆ Lack of high-paying local jobs</li> </ul>
<u><b>OPPORTUNITIES</b></u>	<u><b>THREATS</b></u>
<ul style="list-style-type: none"> <li>◆ <b>Planning for future growth</b></li> <li>◆ <b>Kenosha-Racine-Milwaukee (KRM) Commuter Rail Expansion</b></li> <li>◆ <b>Diversification of jobs and businesses</b></li> <li>◆ New businesses and industries (e.g., Abbot Labs)</li> <li>◆ Increase access to existing technical and higher educational system</li> <li>◆ Create job and recreation opportunities for youth</li> <li>◆ Museum Complex</li> </ul>	<ul style="list-style-type: none"> <li>◆ <b>Loss of agricultural and natural resources</b></li> <li>◆ <b>Threats to air quality</b></li> <li>◆ <b>Public apathy</b></li> <li>◆ Invasive species</li> <li>◆ Threat of bio-terrorism</li> <li>◆ Rising cost of healthcare</li> <li>◆ Unplanned development</li> <li>◆ Rate of development outpacing ability to provide services</li> </ul>

A full list of the SWOT results can be found online on the Kenosha County Smart Growth website: [www.co.kenosha.wi.us/plandev/smart\\_growth/](http://www.co.kenosha.wi.us/plandev/smart_growth/).



Send us your e-mail address  
and we can e-mail you the next  
newsletter!  
[kristen.lie@ces.uwex.edu](mailto:kristen.lie@ces.uwex.edu)

