



City of Kenosha moves forward with Kenosha Innovation Neighborhood  
Commission of Master Plan with SmithGroup will Integrate Needs  
of Surrounding Neighborhoods;  
Set Pace for Future Construction & Development

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KENOSHA – The City of Kenosha announced today it has commissioned [SmithGroup](#), an integrated design and engineering firm with offices in Milwaukee, Madison, and Chicago, to develop a master plan for the Kenosha Innovation Neighborhood (KIN). The firm also will complete engineering and construction documents for the first phase of development.

A complement to the recently-announced Kenosha Downtown Vision Plan project, the Kenosha Innovation Neighborhood (KIN) located on the 107-acre former Chrysler Engine Plant site, has a specific focus on fostering neighborhood opportunities in education, workforce training, entrepreneurial development and job placement. KIN will be centered around connecting Kenosha residents to opportunities in high-growth digital, and science

technology, engineering and math (STEM) occupations.

"Our vision for this project has always included the goal of revitalizing the six neighborhoods surrounding the Chrysler site," said Kenosha Mayor John Antaramian. "We heard from our residents that equitable access to education, housing and job creation are paramount to the community's health and future. We're proud that we've already been able to pursue initiatives to reflect these needs."

"We're honored to be part of the community-based effort to develop the plan for the Kenosha Innovation Neighborhood," said Cassie Goodwin, Principal in SmithGroup's Milwaukee and Madison offices. "Our firm is deeply committed to helping create a more equitable and inclusive future in communities around the country and we're excited to put our expertise to work to help Kenosha move forward."

The [University of Wisconsin-Parkside](#) was quick to commit to the project in support of the Mayor's efforts to revitalize central-Kenosha. UW-Parkside's chancellor, Deborah Ford, indicated the University is in early talks about providing equitable access to educational and training opportunities onsite.

"UW-Parkside is proud to join the City and over 25 industry and community partners to create the Kenosha Innovation Neighborhood," said Chancellor Ford. "We look forward to collaborating with the City on addressing the socio-economic disparities in Kenosha, and to partnering with the Mayor in developing an assertive and actionable plan to bridge gaps in training and opportunity."

In addition to partnering with UW-Parkside, the City is planning a future partnership with [gener8tor](#), a Milwaukee-based startup accelerator. The City recently worked with gener8tor to pursue an Economic Development Administration (EDA) grant that funds accelerator programs for startup companies in under-served areas.

"We're thrilled to partner with Kenosha in the effort to support more minority-led businesses,"

said gener8tor's co-founder Joe Kirgues. "gBETA's track record of supporting founders in 22 cities across the U.S. demonstrates the effectiveness of recruiting local founders and fostering connections to investors, sponsors and experts. We are beyond supportive of the Mayor's goal of creating equitable access to training and job opportunities."

Partnership development with UW-Parkside and other higher education institutions, gener8tor and corporate partners will continue in 2021, concurrent with SmithGroup's master planning process. The master plan, a long-range document that defines land use and zoning, multi-mode transportation plans, and proportions of "live-work-play" spaces (i.e., residential housing, commercial buildings and community amenities) for the parcel, will be launched January 1. SmithGroup will integrate input already received by City and non-profit partners in listening sessions hosted since September, and in addition, build a number of public-input processes including in-person and video meetings and an online portal.

With the direction of the master plan analysis, the City will initiate engineering work in spring 2021 for phase one of development. Phase one is anticipated to include two primary roads (east-west and north-south arteries) and several public amenities. Phase one planning will also include and closely accommodate the site development needs of early partners in the project. Several educational and industry partners will be announced later next year. Construction is expected to commence in early 2022.

The City also has applied to the EDA for a \$4.9 million Public Works grant that, if funded, would support infrastructure build out of portions of phase one, including the two primary arteries within the site and other public amenities.

"KIN represents a transformational opportunity for our community to retain its young people," said Mayor Antaramian. "We are fortunate to have partners like UW-Parkside and others commit early to helping Kenosha rebuild. We look forward to turning the page on 2020, and opening a new chapter for all members of our community."