



CHAPTER 7

ISSUES AND OPPORTUNITIES ELEMENT

INTRODUCTION

The purpose of the Issues and Opportunities Element is to define a desired future for the City of Kenosha. The future demand for land, housing, transportation facilities and services, utilities, and other community facilities are directly related to future population, household, and employment levels. Information regarding population and household projections through the year 2035, which serves as the basis for developing the planning framework along with employment projections, is provided in Part 1 of this Chapter¹. Information on employment projections is provided in Chapter 13.

Part 2, page 10, of this Chapter sets forth the comprehensive plan visioning process and its results; it describes the process used to develop a “vision” statement and identify issues and opportunities pertaining to the plan. The “vision” statement was developed by the Kenosha County Multi-Jurisdictional Advisory Committee (MJAC) to help provide an overall framework for development of the plan. The vision statement expresses the preferred future, key characteristics, and/or expectations for the future desired by the City of Kenosha. Issues and opportunities identified during the visioning process helped direct the plan by providing the basis for addressing each of the nine (9) planning elements.

Section 66.1001 (2) (a) of the *Wisconsin Statutes* requires that the Issues and Opportunities Element include a “statement of the overall objectives, policies, goals, and programs of the governmental unit to guide the future development and redevelopment of the governmental unit over the planning period.” Although not defined in the *Statutes*, the Wisconsin Department of Administration has provided the following definitions of those terms:

Goals: Broad and general expressions of a community’s aspirations, towards which the planning effort is directed. Goals tend to be ends rather than means.

Objectives: More specific targets, derived from goals and necessary to achieve those goals. While still general in nature, objectives are more precise, concrete, and measurable than goals.

Policies: Rules or courses of action necessary to achieve the goals and objectives from which they are derived. They are precise and measurable.

Programs: A system of projects or services necessary to achieve plan goals, objectives, and policies.

Overall goals and objectives for each element are included in Part 3, page 15. More specific goals and objectives, together with related programs and policies, are included in each of the following eight (8) element chapters.

PART 1: POPULATION AND HOUSEHOLD PROJECTIONS

The projection of future population, household, and employment levels is essential to properly design a comprehensive plan for the future development of the City of Kenosha. The future demand for land, housing, transportation facilities and services, utilities, and other supporting community facilities depends directly on future population, household, and employment levels.

¹ Current and historic trend data pertaining to population, household, and employment levels, which provide part of the basis for the projections, are presented for Kenosha County and the City of Kenosha in Chapter 2 of this report.

Population, household, and employment projections for the year 2035, which is the design year of this plan, were prepared by SEWRPC in 2004-2005. These projections were developed in support of the continuing regional planning program as well as to provide a basis and a point of departure for county and local planning within the Region. Regional and county-level projections are documented in two (2) technical reports – SEWRPC Technical Report No. 10 (4th Edition), *The Economy of Southeastern Wisconsin*, and SEWRPC Technical Report No. 11 (4th Edition), *The Population of Southeastern Wisconsin*². Sub-county level projections – essentially, planned allocations of the regional and county-level projections – were developed as part of the Regional Land Use Plan, which is documented in SEWRPC Planning Report No. 48, *A Regional Land Use Plan for Southeastern Wisconsin: 2035*.³

Under the Regional Land Use Plan, most new development would be accommodated within urban service areas – areas that provide basic urban services including public sanitary sewer service and typically also include public water supply service and local parks, schools, and shopping areas. Consequently, under the Regional Land Use Plan, most of the incremental population, households, and jobs anticipated in the coming decades are allocated to planned urban service areas. Under the Regional Land Use Plan, increases in population, households, and employment beyond planned urban service areas are confined to areas where commitments to urban and sub-urban development have been made.⁴

The planned urban service areas envisioned for the year 2035 in the Regional Land Use Plan are shown on Map 7-1, page 3. These are generalized urban service areas, the product of systems level planning. The identification of precise urban service area boundaries and future growth within the City of Kenosha was accomplished as part of this plan.

A widely used population projection technique known as the Cohort-Component Method was used to develop regional and county-level population projections. This method involves disaggregating the population into cohorts, or subgroups, based on age and gender, and considering three (3) components of population change – births, deaths, and migration – with respect to each cohort. Operationally, the Cohort-Component Model was applied simultaneously at the regional and county levels, with the results for the seven (7) counties adjusted proportionately to match the Region as appropriate.

The population projections assumed a modest increase in fertility rates and a modest improvement in life expectancy for Kenosha County and the Region overall. With respect to migration, it was envisioned that Kenosha County and the Region overall would experience a relatively stable migration pattern. This is consistent with the conclusion of SEWRPC's concurrent economic study that an increase or decrease in economic strength of the Region relative to other areas of the State or Nation is not likely. At the regional level, net migration for each five-year interval over the projection period was envisioned to be within the range of -3,000 to +3,000 persons (for each five-year period). It was envisioned that net migration into Kenosha County would average about 2,850 persons for each five-year period, lower than the rate estimated to have occurred during the 1990s (about 6,000 persons per five-year period).

Regional and county-level household projections were derived from the population projections. The household projections assumed that, over the course of the projection period, the relative shares of population residing in households and group quarters by age group would not change significantly over the current situation. However, the percentage of the Region's population in the 65 and older age group, which is more likely to reside in group quarters (nursing homes and assisted-living facilities) will increase, which will moderate the increase in the total number of households. In addition, persons in older age groups are more likely to live alone or in two-person households, which will contribute to the decrease in average household size. The household projections,

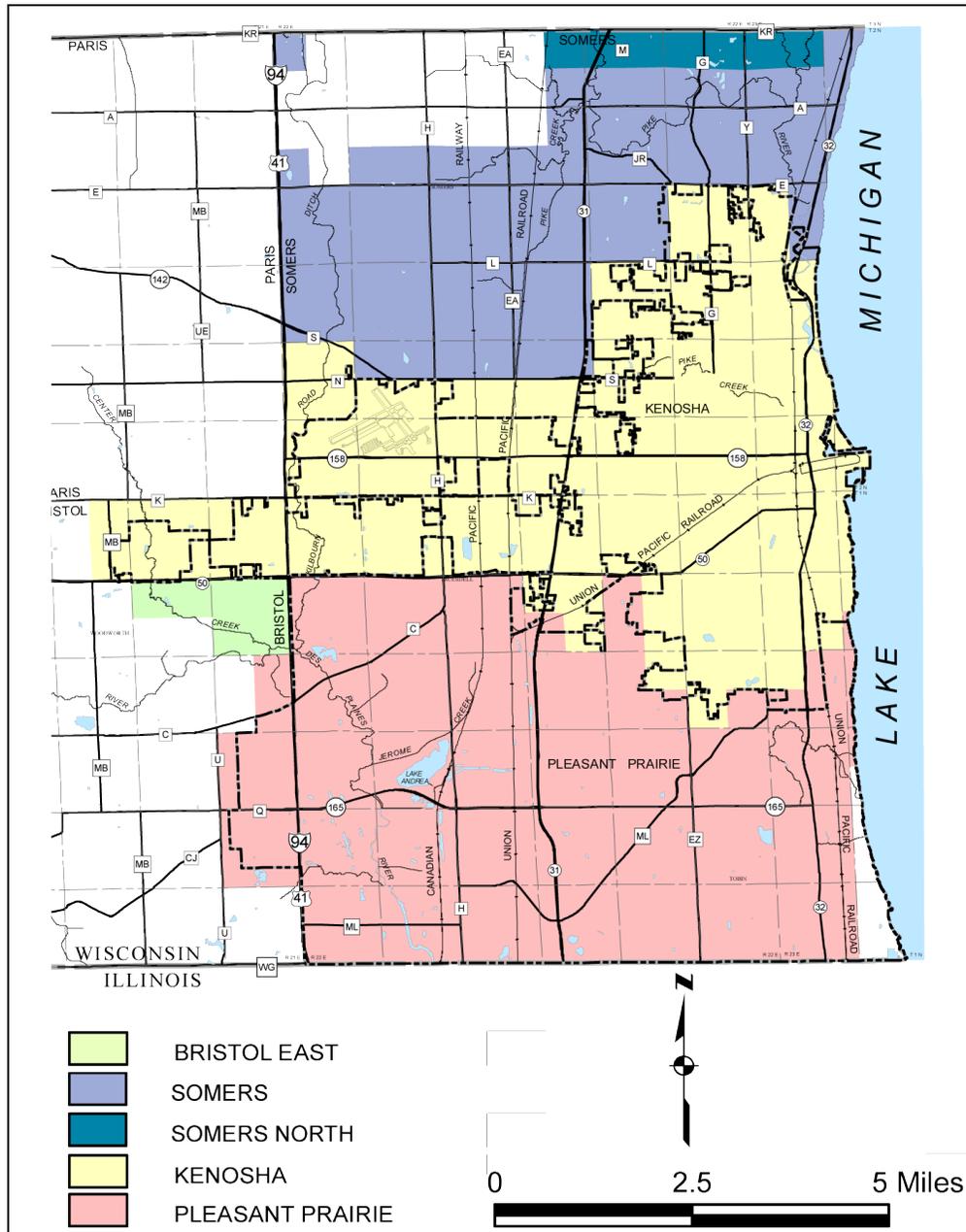
² SEWRPC Technical Reports 10 and 11 are available on the SEWRPC website (www.sewrpc.org).

³ SEWRPC Planning Report No. 48, *A Regional Land Use Plan for Southeastern Wisconsin: 2035*, is available on the SEWRPC website (www.sewrpc.org).

⁴ Urban development is defined as development with average densities of one (1) home per 1.5 acres or less. Sub-urban density, which is neither rural nor urban, is development with average densities of one (1) home per 1.5 to five (5) acres.

therefore, assumed that average household sizes for the Region and its counties would decrease as the population ages.

**MAP 7-1
PLANNED URBAN SERVICE AREAS**



NOTE: Planned urban service areas are generalized to the nearest U.S. Public Land Survey quarter-section boundaries.

Source: SEWRPC.

Future population and household levels are essentially planned allocations of the county projections for the year 2035. Developed as part of the Regional Land Use Plan, the allocations shown of Table 7-1, page 4, and Table 7-2, page 5, were made based on a consideration of past trends in population and households, existing local land use and master plans, and input received from local planning officials as the regional plan was prepared.

**TABLE 7-1
POPULATION PROJECTION BY SUB-AREA IN KENOSHA COUNTY
UNDER THE REGIONAL LAND USE PLAN: 2035^a**

Sub-Area (See Map 7-1)	Existing: 2000			Intermediate Projection: 2035 ^a			2000 – 2035 Change	
	Sewered	Unsewered	Total	Sewered	Unsewered	Total	Number	Percent
Urban Services Areas								
Bristol East	33	28	61	1,080	--	1,080	1,019	1,670.5
Bristol West	1,233	100	1,333	3,097	--	3,097	1,764	132.3
George Lake	449	389	838	964	--	964	126	15.0
Kenosha	91,869	540	92,409	113,391	--	113,391	20,982	22.7
Paddock Lake	3,013	46	3,059	5,037	--	5,037	1,978	64.7
Pleasant Prairie	14,511	1,002	15,513	26,285	--	26,285	10,772	69.4
Powers Lake East	--	1,309	1,309	1,661	--	1,661	352	26.9
Salem	8,991	704	9,695	18,030	--	18,030	8,335	86.0
Silver Lake	2,290	688	2,978	4,622	--	4,622	1,644	55.2
Somers	5,270	1,214	6,484	15,002	--	15,002	8,518	131.4
Somers North	882	0	882	1,278	--	1,278	396	44.9
Twin Lakes	5,272	266	5,538	9,463	--	9,463	3,925	70.9
SUBTOTAL	133,813	6,286	140,099	199,910	--	199,910	59,811	42.7
Unsewered Areas^b								
Brighton	--	1,431	1,431	--	1,478	1,478	47	3.3
Bristol	--	1,842	1,842	--	1,900	1,900	58	3.1
Paris	--	1,454	1,454	--	1,472	1,472	18	1.2
Pleasant Prairie	--	319	319	--	313	313	-6	-1.9
Randall ^c	--	1,039	1,039	--	1,499	1,499	460	44.3
Salem	--	317	317	--	254	254	-63	-19.9
Somers	--	162	162	--	156	156	-6	-3.7
Wheatland	--	2,914	2,914	--	3,096	3,096	182	6.2
SUBTOTAL	--	9,478	9,478	--	10,168	10,168	690	7.3
Kenosha County TOTAL	133,813	15,764	149,577	199,910	10,168	210,078	60,501	40.4

NOTE: The 2035 projected sewered areas are shown on Map 7-1, page 3. Sewered urban services areas are anticipated to increase by the year 2035.

a The 2035 population projection is based on the intermediate projection that was used to prepare the 2035 Regional Land Use Plan. The high projection for the County is 235,300 people, and the low projection is 191,200 people. The high and low projections are intended to provide an indication of population levels that could be achieved under significantly higher and lower, but nevertheless plausible, growth scenarios. The high and low 2035 County projections are documented in SEWRPC Technical Report No. 11, 4th Edition, "The Population of Southeastern Wisconsin", July 2004.

b Areas located outside planned urban (sewer) services areas.

c Includes small portions of the Village of Genoa City located in Kenosha County.

Source: SEWRPC.

Population and Household Projections Selected by the City of Kenosha

The Regional Land Use Plan is a systems level plan and as such, it includes generalized boundaries for planned urban service areas; allocations of population, households, and employment, and associated land uses to urban and rural areas; and recommended density ranges for urban service areas. The systems level regional plan thus provides an overall regional land use planning framework that relies on refinement and detailing through County and local government planning. Regional Household Projection are shown on Table 7-3, page 5.

TABLE 7-2

ACTUAL AND PROJECTED POPULATION IN SOUTHEASTERN WISCONSIN BY COUNTY: 2000 – 2035

County	2000 Population (Actual) ^a	2035 Population Projection ^a	Change 2000 - 2035	
			Number	Percent
Kenosha	149,600	210,100	60,500	40.4
Milwaukee	940,200	1,007,100	66,900	7.1
Ozaukee	82,300	101,100	18,800	22.8
Racine	188,800	213,600	24,800	13.1
Walworth	92,000	140,000	48,000	52.2
Washington	117,500	157,300	39,800	33.9
Waukesha	360,800	446,800	86,000	23.8
Region	1,931,200	2,276,000	34,800	17.9

NOTE: Population projections to 2035 for Lake and McHenry Counties have not been prepared. However, NIPC has projected that the population of Lake County will increase from 644,463 in 2000 to 841,860 in 2030, and the population of McHenry County will increase from 260,077 in 2000 to 457,594 in 2030.

a Rounded to the nearest hundred.

Source: U.S. Bureau of the Census and SEWRPC.

TABLE 7-3

ACTUAL AND PROJECTED HOUSEHOLDS IN SOUTHEASTERN WISCONSIN BY COUNTY: 2000 – 2035

County	2000 Household Actual ^a	2035 Household Projection ^b	Change 2000 - 2035	
			Number	Percent
Kenosha	56,100	82,900	26,800	47.8
Milwaukee	377,700	427,500	49,800	13.2
Ozaukee	30,900	40,000	9,100	29.4
Racine	70,800	84,000	13,200	18.6
Walworth	34,500	54,400	19,900	57.7
Washington	43,800	62,800	19,000	43.4
Waukesha	135,200	174,100	38,900	28.8
Region	749,000	925,700	176,700	23.6

NOTE: Household projections to 2035 for Lake and McHenry Counties have not been prepared. However, NIPC has projected that the number of households in Lake County will increase from 216,327 in 2000 to 290,886 in 2030, and the number of households in McHenry County will increase from 89,403 in 2000 to 158,233 in 2030.

a Rounded to the nearest hundred.

b The 2035 household projection is based on the intermediate projection prepared for the 2035 Regional Land Use Plan.

Source: U.S. Bureau of the Census and SEWRPC.

As part of the comprehensive planning effort, two (2) alternative 2035 population projections were developed for the City of Kenosha. The two (2) projections, set forth in Table 7-4, page 6, provided a range for the City of Kenosha to consider while determining a final population projection for 2035. One (1) of the projections was based on the 2035 Regional Land Use Plan, and assigned future population to the City of Kenosha assuming that areas within a planned sewer service area would be annexed by the City of Kenosha.

TABLE 7-4
ALTERNATIVE POPULATION PROJECTIONS FOR THE
CITY OF KENOSHA AND KENOSHA COUNTY: 2035

Community	Actual Population			Alternative Population Projections: 2035					
				Trend Based ^a			Recommended Regional Land Use Plan (Intermediate Growth Scenario) ^b		
	1980	1990	2000	Population	Change 2000 – 2035		Population	Change 2000 – 2035	
				2035	Number	Percent	2035	Number	Percent
Kenosha	77,685	80,426	90,352	124,097	33,745	37.3	111,334	20,982	23.2
County Total	123,137	128,181	149,577	223,413	73,836	49.4	210,078	60,501	40.4

a These projections are based on trend-based projections of households. They were derived from a projected number of households and the anticipated household size of each community, along with an allowance for population living in group quarters. This trend-based projection assumes a continuation of the past change in household in each community since 1980, with the change for more recent years weighted more heavily than the change for earlier years. In developing these projections, the change in households between 2000 and 2006 was weighted more heavily than the change during the 1990s; and, similarly, the change in households during the 1990s was weighted more heavily than the change during the 1980s.

b Projections are based on the 2035 Regional Land Use Plan. The Regional Land Use Plan recommends that much of the future increase in population and households within the County be accommodated in urban service areas (see Map 7-1, page 3) that provide public sanitary sewer and other urban services. Future populations are assigned to cities, villages, and towns assuming that areas within a planned city or village sewer service area will be annexed by the city or village, unless a boundary agreement is in place that establishes future corporate limits (i.e. - City of Kenosha and Town of Somers. Also see Map 6-3 in Chapter 6).

Source: U.S. Bureau of the Census and SEWRPC.

The second projection assumes that the number of households in the City of Kenosha would continue to grow as it has in the past, looking back to 1980. In extrapolating future household levels, the historic change in households between 2000 and 2006 was weighted more heavily than the change during the 1990s; and, similarly, the change in households during the 1990s was weighted more heavily than the change during the 1980s. The related population projection is based on the projected number of households and the projected household size for the community, along with an allowance for persons living in group quarters.

Table 7-5 sets forth the final population and household projections used to prepare the local components of this comprehensive plan. A comparison of Tables 7-4 and 7-5 shows that the City of Kenosha selected the trend-based population projection. The total population for the City of Kenosha would be 124,097 persons, an increase of 37 percent over the 2000 census population of 90,352 persons. The 2035 number of households is projected to be 49,797 households, a change of almost 45 percent from the 2000 census of 34,411 households.

TABLE 7-5
SELECTED POPULATION AND HOUSEHOLD PROJECTIONS FOR THE
CITY OF KENOSHA AND KENOSHA COUNTY: 2035

Community	Total Population				Total Households			
	Actual 2000	Projected 2035	2000 – 2035 Change		Actual 2000	Projected 2035	2000 – 2035 Change	
			Number	Percent			Number	Percent
Kenosha	90,352	124,097	33,745	37.3	34,411	49,797	15,386	44.7
Kenosha County	149,577	229,444	79,867	53.4	56,057	90,381	34,324	61.2

NOTE: This table presents the year 2035 population projections selected by the City of Kenosha and in Kenosha County. The household projections were derived from the selected population projection and the anticipated household size, along with an allowance for the population living in group quarters.

Source: U.S. Bureau of the Census and SEWRPC.

The total population of Kenosha County in the year 2035, based on the population projection developed by each city, town, and village, would be 229,444 persons, or an increase of about 53 percent over the year 2000 County population of 149,577 persons. This is about nine (9) percent higher than the projected 2035 County population of 210,100 persons under the intermediate-growth scenario used to prepare the Regional Land Use Plan; but less than the 235,300 persons projected under the high-growth scenario of the regional plan.

Based on the community population projections, the number of households in the County would increase from 56,057 households in 2000 to 90,381 households in 2035, or an increase of about 62 percent. This is higher than the 82,900 households projected under the intermediate-growth scenario of the Regional Land Use Plan, but less than the 92,900 households projected under the high-growth scenario of the regional plan.

Projected Age Composition

SEWRPC intermediate population projections anticipate change in the age structure of the population over the course of the planning period in Kenosha County, as shown by Table 7-6 and within the Region, as shown by Table 7-7, page 8. Population projections are not available at the City of Kenosha level. In the tables, each of the five-year age groups was clustered into one of four major age groups. A comparison between Kenosha County and the Region indicates that the percent increase in Kenosha County is anticipated to be greater than the percent increase within the Region for most of the five-year age groups and in all four (4) of the major age groups.

TABLE 7-6

ACTUAL AND PROJECTED POPULATION IN KENOSHA COUNTY BY AGE GROUP: 2000 – 2035

Age Group	Year								Change 2000 - 2035	
	Actual Population	Projected Population								
	2000	2005	2010	2015	2020	2025	2030	2035	Number	Percent
Under 5	10,367	11,006	11,649	12,484	13,079	13,366	13,686	14,311	3,944	38.0
5 to 9	11,640	10,764	11,449	12,106	12,961	13,550	13,845	14,161	2,521	21.7
10 to 14	11,826	12,091	11,201	11,902	12,573	13,432	14,041	14,330	2,504	21.2
15 to 19	11,106	12,380	12,685	11,738	12,459	13,135	14,028	14,650	3,544	31.9
Subtotal 0 to 19	44,939	46,241	46,984	48,230	51,072	53,483	55,600	57,452	12,513	27.8
20 to 24	9,568	11,112	12,412	12,702	11,746	12,443	13,117	13,994	4,426	46.3
25 to 29	9,747	9,629	11,205	12,504	12,781	11,794	12,495	13,157	3,410	35.0
30 to 34	11,068	10,617	10,505	12,218	13,621	13,899	12,823	13,570	2,502	22.6
35 to 39	13,365	11,853	11,397	11,267	13,094	14,571	14,873	13,701	336	2.5
40 to 44	12,696	13,762	12,235	11,760	11,617	13,477	15,000	15,297	2,601	20.5
Subtotal 20 to 44	56,444	56,973	57,754	60,451	62,859	66,184	68,308	69,719	13,275	23.5
45 to 49	10,596	12,720	13,819	12,280	11,800	11,642	13,506	15,012	4,416	41.7
50 to 54	8,661	10,342	12,450	13,520	12,010	11,524	11,382	13,185	4,524	52.2
55 to 59	6,649	8,106	9,710	11,689	12,686	11,256	10,813	10,679	4,030	60.6
60 to 64	5,119	6,051	7,409	8,878	10,695	11,593	10,302	9,884	4,765	93.1
Subtotal 45 to 64	31,025	37,219	43,388	46,367	47,191	46,015	46,003	48,760	17,735	57.2
65 to 69	4,436	4,565	5,426	6,650	7,976	9,613	10,434	9,260	4,824	108.8
70 to 74	4,355	3,914	4,042	4,820	5,924	7,112	8,604	9,320	4,965	114.0
75 to 79	3,632	3,472	3,146	3,251	3,906	4,814	5,805	7,022	3,390	93.3
80 to 84	2,577	2,703	2,609	2,385	2,473	3,000	3,727	4,481	1,904	73.9
85 and Older	2,169	2,476	2,763	2,917	2,930	3,024	3,426	4,064	1,895	87.4
Subtotal 65 and Older	17,169	17,130	17,986	20,023	23,209	27,563	31,996	34,147	16,978	98.9
TOTAL	149,577	157,563	166,122	175,071	184,331	193,245	201,907	210,078	60,501	40.5

NOTE: Age groups which approximate the “baby boom” generation (persons born between 1946 through 1964) are shaded in blue.

Source: U.S. Bureau of the Census and SEWRPC.

TABLE 7-7

ACTUAL AND PROJECTED POPULATION IN THE REGION BY AGE GROUP: 2000 – 2035

Age Group	Year								Change 2000 - 2035	
	Actual Population	Projected Population								
	2000	2005	2010	2015	2020	2025	2030	2035	Number	Percent
Under 5	132,390	135,529	137,131	141,568	145,308	146,954	147,679	149,732	17,342	13.1
5 to 9	144,219	134,395	137,410	139,199	144,026	148,511	150,367	151,176	6,957	4.8
10 to 14	147,229	146,988	138,338	141,317	142,845	147,989	152,844	155,110	7,881	5.4
15 to 19	140,390	148,480	148,745	140,425	143,516	145,000	149,839	154,539	14,149	10.1
Subtotal 0 to 19	564,228	565,392	561,624	562,509	575,695	588,454	600,729	610,557	46,329	8.2
20 to 24	123,623	135,783	143,283	143,208	134,069	137,840	139,715	144,183	20,560	16.6
25 to 29	125,567	123,247	135,366	142,973	142,571	132,777	136,725	138,802	13,235	10.5
30 to 34	138,238	128,399	124,970	138,520	146,546	146,509	136,626	139,973	1,735	1.3
35 to 39	157,844	139,859	129,593	125,832	140,136	148,929	149,102	139,613	-18,231	-11.6
40 to 44	159,702	157,642	140,013	129,275	125,294	140,055	149,044	149,340	-10,362	-6.5
Subtotal 20 to 44	704,974	684,930	673,225	679,808	688,616	706,110	711,212	711,911	6,937	1.0
45 to 49	142,428	157,132	155,869	138,837	128,110	123,938	138,384	147,191	4,763	3.3
50 to 54	120,345	137,667	152,573	151,984	135,442	124,861	120,653	134,541	14,196	11.8
55 to 59	88,417	113,016	129,904	144,577	144,186	128,435	118,178	114,325	25,908	29.3
60 to 64	69,747	81,064	104,207	120,353	134,171	133,845	119,073	109,423	39,676	56.9
Subtotal 45 to 64	420,937	488,879	542,553	555,751	541,909	511,079	496,288	505,480	84,543	20.1
65 to 69	62,281	62,288	72,850	94,100	108,935	121,578	121,257	107,708	45,427	72.9
70 to 74	60,479	54,978	55,441	65,319	84,656	98,203	109,659	109,272	48,793	80.7
75 to 79	51,372	50,771	46,684	47,587	56,485	73,476	85,381	95,199	43,827	85.3
80 to 84	35,351	38,580	38,702	36,186	37,346	44,772	58,491	67,786	32,435	91.8
85 and Older	31,543	36,197	41,413	45,384	47,115	49,597	56,141	68,067	36,524	115.8
Subtotal 65 and Older	241,026	242,814	255,090	288,576	334,537	387,626	430,929	448,032	207,006	85.9
TOTAL	1,931,165	1,982,015	2,032,492	2,086,644	2,140,757	2,193,269	2,239,158	2,275,980	344,815	17.9

NOTE: Age groups which approximate the “baby boom” generation (persons born between 1946 through 1964) are shaded in blue.

Source: U.S. Bureau of the Census and SEWRPC.

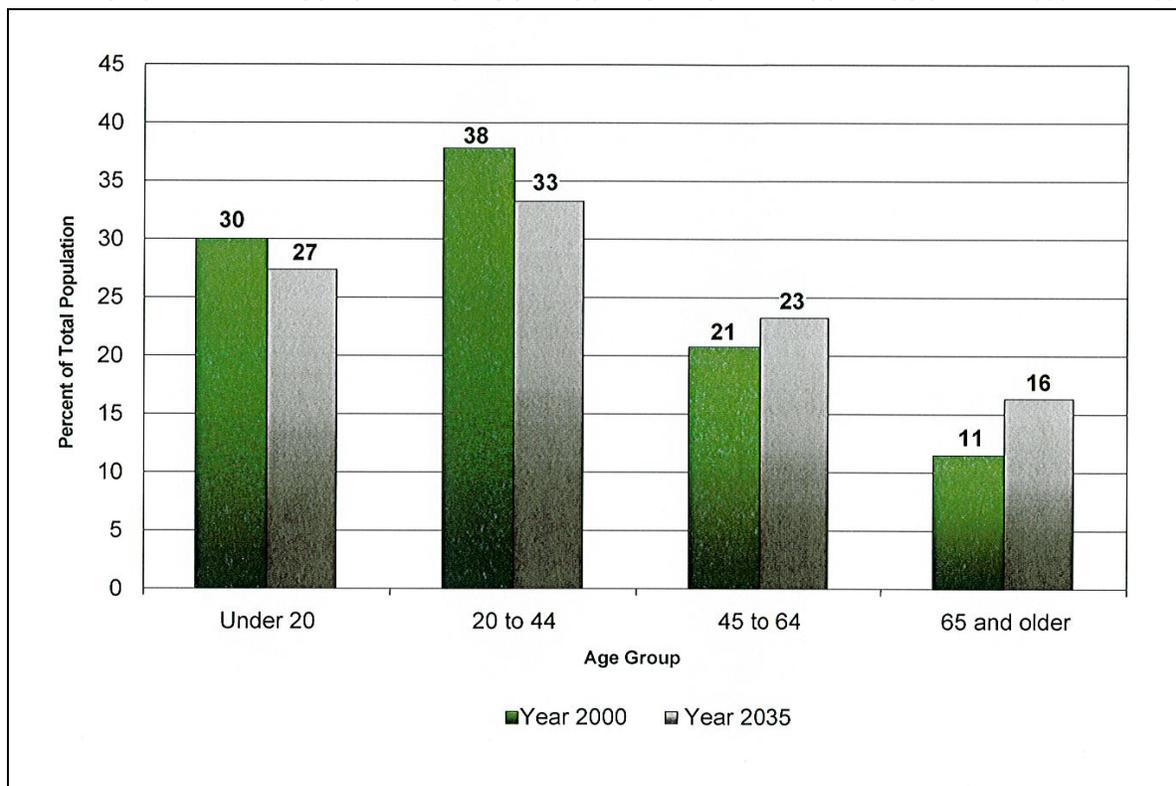
Figure 7-1, page 9, compares the actual age composition for the year 2000 and projected 2035 age composition of the four major age groups. The 2035 age projections are based on the intermediate population projection in the Regional Land Use Plan. Although the number of persons will increase in each of the four (4) major age groups between 2000 and 2035 in Kenosha County, the percentage of the age group population in relation to the overall total population will decrease between 2000 and 2035 in the two (2) age groups younger than 45 years. The percentage of the County population 45 years and older in relation to the total population will increase during the planning period. A summary of the projected age composition in the County follows:

Population Under 20 Years of Age: The number of persons under age 20 in the County is projected to increase from 44,939 in 2000 to 57,452 in 2035, or about 28 percent. Although the number of persons in this age group will increase during the planning period, the percentage of the population under 20 years of age is expected to decrease slightly from about 30 percent of the total population in 2000 to about 27 percent in 2035.

Population 20 to 44 Years of Age: The number of persons in the 20- to 44-year age group is projected to increase from 56,444 in 2000 to 69,719 in 2035, or about 24 percent. Although the number of persons in this age group will increase during the planning period, the percentage of the population between 20 and 44 years of age is expected to decrease from about 38 percent of the total population in 2000 to about 33 percent in 2035.

FIGURE 7-1

ACTUAL AND PROJECTED AGE COMPOSITION FOR KENOSHA COUNTY: 2000 AND 2035



Source: U.S. Bureau of the Census and SEWRPC.

Population 45 to 64 Years of Age: The number of persons in the 45- to 64-year age group is projected to increase between 2000 and 2010, when virtually all of the baby-boomers will have moved into this group. The number of residents in this age group will continue to increase until 2020, and then begin to decrease. The number of persons in this age group is expected to increase by about 57 percent during the planning period, from 31,025 persons in 2000 to 48,760 persons in 2035. The percent of the population in the 45 to 64-year age group is projected to increase from about 21 percent of the total population in 2000 to about 23 percent of the County population in 2035.

Population 65 Years of Age and Older: The population 65 years and older is projected to increase throughout the planning period. By 2030, all of the baby-boom generation will be over age 65. The number of persons in this age group is projected to increase from 17,169 in 2000 to 34,147 in 2035, or about a 99 percent increase. In 2035, persons 65 years of age and older would comprise about 16 percent of the total County population compared to about 11 percent in 2000.

Clearly, the aging of the large baby-boom generation may be expected to result in changes to the overall age structure of the population of the Region and the County. Changes in the age composition may be expected to have a range of impacts, including, importantly, impacts on the available labor force, as baby-boomers move into their retirement years. The aging of the population may also be expected to result in a need for housing, healthcare, transportation, and other services for a more elderly population.

PART 2: KENOSHA COUNTY VISIONING AND ISSUES AND OPPORTUNITIES

Vision Statement

“From the lakeshore to the prairie, from the urban to the rural communities, Kenosha County seeks to maintain a high quality of life; protect its natural and cultural resources; encourage business, industry, tourism, agricultural, and recreational opportunities; and sustain a healthy and safe future for all of its citizens.”

Visioning Process

The Kenosha County Multi-Jurisdictional Advisory Committee (MJAC) was responsible for preparing and refining the County’s vision statement and assisting the Kenosha County comprehensive planning staff in developing and executing the visioning process. The visioning process included development of the vision statement and of the general goals and objectives presented in this Chapter, and was based on the following:

- Data collected and mapped during the inventory phase of the plan.
- Results of a Countywide Strengths, Weaknesses, Opportunities, and Threats (SWOT) workshop conducted during the Kenosha County Smart Growth Kickoff Meeting, March 2007.
- The Kenosha County Café, May 2007 .
- Nine (9) local comprehensive plan public informational meetings held in September, October, and November of 2007 .
- Bus tour of development sites, September 2008.
- Planning goals, objectives, principles, and policies from existing local plans.
- Other public comments obtained via the Kenosha County Comprehensive Planning website and e-mails.
- Consideration of the nine (9) elements of the comprehensive plan.

Data collected during the inventory phase of the planning process included existing population and employment information; future population, household, and employment projections; existing land uses and natural resources; and existing land use plans and regulations. Inventory information is valuable to the MJAC, local planners, and the public in determining the current conditions and factors that influence the quality of life. The population and household projections set forth in this Chapter, and the employment projections set forth in Part 3 of Chapter 13, were reviewed to determine the needs of future residents, such as housing, employment, and education, to help guide the preparation of a vision statement. Inventory information was made available to the public on the Kenosha County Comprehensive Planning website and at the City of Kenosha municipal building.

In addition to the inventory data, public input helped to identify community concerns, issues, and opportunities, and to guide preparation of the vision statement, and goals and objectives. Public input was primarily gathered during a SWOT analysis workshop, the Kenosha County Café, local informational meetings, and a bus tour of development sites.

SWOT Analysis Workshop

On March 21, 2007, Kenosha County hosted a countywide Smart Growth Kickoff Meeting to inform citizens about the multi-jurisdictional planning process, legal requirements, and planning timeline for the comprehensive plan in Kenosha County. At the event, citizens were invited to participate in a ‘SWOT’ Analysis Workshop, which is a strategic planning tool used to identify *Strengths, Weaknesses, Opportunities, and Threats*⁵. Participants were divided into small discussion groups, and asked to discuss and identify the strengths, weaknesses,

⁵ **Strengths:** Having a capacity for endurance; a strong quality or advantage. Often internal, strengths are resources or capabilities that can help an organization or community accomplish its task.

Weaknesses: Not able to resist outside forces or withstand attack; lack of strength or power; fault; defect. Often internal, weaknesses are deficiencies in resources and capabilities that hinder a community’s ability to accomplish its objectives.

Opportunities: A favorable turning point of circumstances; a good chance for advancement or progress. Often external, opportunities are factors or situations that can affect a community in a positive way.

Threats: Danger; a sign or warning of something upcoming or approaching. Often external, threats are factors or situations that can affect a community in a negative way.

opportunities, and threats that they perceived about Kenosha County and then asked to pick their top three (3) choices in each category. Results from the SWOT are set forth in Figure 7-2.

FIGURE 7-2
KENOSHA COMPREHENSIVE PLAN
SWOT WORKSHOP CONDUCTED AT THE KENOSHA COUNTY SMART GROWTH KICKOFF
MEETING ON MARCH 21, 2007

Good workforce Low unemployment Good diversity of people & religions Availability of health care Tourism/recreational opportunities Leadership encouraging economic development Manageable traffic Good highway network Access to major airports Access to rest of the State Availability of banking opportunities	Quality Educational System Location (proximity to Chicago and Milwaukee and Lake Michigan) Abundance of Agricultural and Natural Resources Lake Michigan Existing intergovernmental cooperation Good transportation system Recreational/cultural opportunities Parks	Planning for future growth Kenosha-Racine-Milwaukee (KRM) Commuter Rail Expansion Diversification of jobs and businesses New businesses and industries Increase access to existing technical and higher educational system Create job and recreation opportunities for youth Museum complex	Expansion of transportation systems Improvement to blighted downtown areas and neighborhoods Create greenbelts and trails Capitalize on Lake Michigan and the lakefront Local markets for local produce Tourism/recreation opportunities Ability to preserve way of life Bio-fuels Wireless technology
Strengths		SWOT Analysis	Opportunities
High taxes High healthcare costs Lack of affordable housing Loss of skilled/educated workforce to other locations Declining downtown areas Lake Michigan Issues with poverty, homelessness, racial prejudice and prison release Illegal immigration	Weaknesses Crime rate Lack of sense of community Lack of intergovernmental and countywide cooperation Decline of traditional industries and loss of jobs Lack of high-paying local jobs Deteriorating air quality Unmanaged development/urban sprawl	Threats Invasive species Threat of bio-terrorism Rising cost of healthcare Unplanned development Rate of development outpacing ability to provide services Loss of agricultural and natural resources Threats to air quality Public apathy	Increasing population density Impact of aging population on economy and health care Terrorism Rising crime rate Impact of drugs on children and schools Increasing homelessness Local impacts of state legislation Downturn of economy Too much service-based industry Increasing traffic congestion Rising cost of fuel

■ Issues were identified as a priority in Kenosha County. Those in **bold** were identified as the top priorities.

Kenosha County Cafe

As a follow up to the SWOT Workshop, on May 12, 2007, Kenosha County hosted the Kenosha County Café, a countywide visioning session in which citizens were asked to develop a vision for the County, based on the World Café⁶ conversational process. This process is designed to encourage meaningful conversation between people from various communities, backgrounds, and experiences through small group discussion. Participants were asked to discuss and respond to the following five (5) questions:

1. *What makes Kenosha a great community?*

⁶Information about the World Café conversational process is available at <http://www.theworldcafe.com/what.htm>.

2. *What positive benefits and negative impacts have you experienced or observed from the growth that has occurred in Kenosha County over the past several years?*
3. *What conditions and structures will help or hinder our working together to strengthen our Kenosha County?*
4. *Imagine it is the year 2040 and we've done all that we can do to create the best possible future for Kenosha County. What is Kenosha County like? And what is the one thing that should be done now to make that vision a reality?*
5. *What is your 2040 vision for Kenosha County?*

Results from the Kenosha County Café are summarized in Appendix 7-1 at the end of this chapter.

Local Public Informational Meetings

Along with public feedback provided during the above two (2) countywide public participation events, public comments and concerns provided during local public meetings held between September and November 2007, were gathered by the comprehensive planning staff. Planning staff presented the inventory findings from Chapters 1 through 6 of the plan, and created an open house forum in which participants were asked to provide written comments and discuss concerns and questions with the comprehensive planning staff based on the various issues and elements within the plan. An open house was held in each of the nine (9) participating local governments. The results of input gathered during the local informational meetings are set forth in Figure 7-3, page 13.

Bus Tour of Development Sites

A bus tour was conducted for officials and other representatives from Kenosha County to view various types of urban and rural developments in Walworth County and Woodstock, Illinois. Participants were asked to comment on these developments and indicate what they liked or disliked in order to consider such feedback while preparing the Kenosha County Comprehensive Plan. A wide range of comments were provided based on personal observations of each development site. Some topics of interest included innovative stormwater management techniques, residential development in close proximity to city centers, transit-oriented development, integration of parks and recreational facilities into new developments, and intergovernmental cooperation. Some concerns included how to create conservation subdivisions that effectively worked to reduce urban sprawl, how to maintain and increase options for affordable housing, and how to ensure that Kenosha County does not encourage “cookie-cutter” developments. Comments gathered during the bus tour are presented in Appendix 7-2 following Appendix 7-1.

Issues and Opportunities

The following general planning issues and opportunities were identified during the visioning process described above:

- **Agricultural and Farmland Preservation:** The loss of agriculture and farmland due to development pressures and changes in the economy are considered major threats to Kenosha County. The City of Kenosha believes the most effective way of preserving agricultural land is to ensure an adequate amount of developable land within an area served by municipal utilities to satisfy the demand for housing and businesses.
- **Community Character and Cultural Opportunities:** A strong desire to preserve and enhance community character, including those of neighborhoods and downtowns, was expressed by residents at local informational meetings. Strong support was expressed for preserving historic buildings and downtowns. The development and enhancement of cultural opportunities and activities is important to the City of Kenosha, and is viewed as a way to enhance tourism and the overall quality of life.

FIGURE 7-3

**PUBLIC COMMENTS FROM LOCAL PUBLIC INFORMATIONAL MEETINGS
SEPTEMBER – NOVEMBER 2007**

<ul style="list-style-type: none"> • We need to identify who we are...green space, farms, housing, light industry. We want to be more than just lumped as part of the Chicago-Milwaukee corridor. • Population: Enough schools for future growth? As property values/taxes increase, those on fixed income are forced to sell; families coming in now have children, developments are advertising to upper middle class, believing that the majority of homeowners won't have children. Most are starting families later in life, when their careers are stable. • How does the plan address the influx of residents to the more affordable housing and land/infrastructure? Migration from Illinois? Aging population? • Slow down new housing developments. • Larger lot sizes and open spaces. • Leave more green space. • Put some effort into development of light industry, office parks, etc. – which pay taxes but don't produce children. • Higher paying wages in industrial park/businesses. • More stores – City needs to give incentives to individuals to start businesses. • Caution – over-development of harbor area. 	<p>Population, Housing, Economic Development, Issues & Opportunities</p>	<ul style="list-style-type: none"> • Please protect natural resource of better-than-most soil for agriculture. • I think you should serve locally produced refreshments at these meetings. • Need to stop giving building permits to platted lots from 50 years ago that today have major water issues – only causes big problems. • We should not allow building on lots which will flood in wetlands. • Lake Michigan water: do it governmentally. • Lake Michigan is our greatest asset. Please recognize its value and plan for its value to the whole community. • Pike River is a great asset. For the most part, we have not taken advantage of it for public use. It's time for “green belts.” • Fix the Pike. Biologically dead. It's a hindrance, not a feature. • Reduce light pollution. • We need to decide what our focus will be in the community – how or what we want to keep or what is unique to our community. • I would like to see the quaintness of the area stay. (Nice street lights, stop signs.) • Environmental concerns. 	<p>Agricultural, Natural & Cultural Resources</p>
<ul style="list-style-type: none"> • Subdivisions, while they need to be built unique, should all follow the same development rules. • There needs to be more consistency with procedures and follow-through. • Concerned about development of Kenosha County and its effect on agriculture business. • Concentrate density around sewer/water. • Access to I-94 good for residential, business/industrial development. • Mass transportation is needed for getting around. • Highway traffic now approaches that in Lake County. Let's get behind public transit in a big way. METRA is a great way to go. • We need the METRA! • Need better transport between Kenosha and Mitchell Airport. Bus/train would help. • Availability of cabs in City of Kenosha a plus. • How about commuting jets at the airport expansion? • Proceed with the off-street bike trails. • Use underground utilities. • Consider health needs of community. 	<p>Land Use, Transportation, Utilities, & Community Facilities</p>	<p>Intergovernmental Cooperation</p> <ul style="list-style-type: none"> • Concerned about towns losing area and control of development due to annexation. • Racine County fixed the Pike. What about Kenosha? Increase aquatic features – water quality. • Remove City and Village extraterritorial review. 	

➤ **Economic Development:** Concerns about economic development surfaced during the visioning process. The historic decline of the economy, primarily tied to the loss of manufacturing jobs since the 1980's, has led to concern over how to attract jobs and employers, as well as what types of jobs to attract to the City of Kenosha. Although the City of Kenosha has a skilled work force with a good work ethic, many of its residents seek employment outside of the County, including residents commuting to jobs in neighboring Illinois counties. Leadership encouraging economic development, good job opportunities, low unemployment, and a skilled workforce were identified as strengths in the SWOT analysis, while the lack of high paying local jobs and loss of skilled and educated workers (“brain drain”) were viewed as weaknesses for the City of Kenosha. Diversification of the economy and providing future jobs and opportunities for Kenosha youths were recurring themes throughout the visioning process.

- **Education:** The results of the visioning process indicate that education, both secondary and post-secondary, is important to the City of Kenosha, and maintaining a quality educational system is considered a high priority. Increased access to existing technical and higher education systems was viewed as an opportunity in the SWOT analysis. Developing relationships between schools and businesses is viewed as a method to enhance workers' skills as well as develop programs aimed at fulfilling employers' needs.
- **Energy:** Increased global demand for energy, specifically petroleum, and a finite supply has resulted in significant increases in retail prices of gasoline and possibilities of disruption in supplies. These trends are likely to continue and will have an impact on all aspects of life in the City of Kenosha. Developing alternative energy sources such as wind and solar power (renewable energy sources) and bio-fuels could provide a solution to this problem. The potential demand for bio-fuel and bio-fuel technology could also provide economic opportunities.
- **Housing:** A common theme expressed by participants during the visioning process was the need to provide a wide range of housing types and choices in order to meet the needs of households of all ages, income levels, and physical capabilities. The lack of affordable housing was viewed as a weakness in the SWOT analysis, while increasing homelessness was considered a threat. Housing choices are important as the population grows due to in-migration, as the population ages, and as a way to ensure the provision of an adequate work force for future economic development in the City of Kenosha. The ability of those working in the City of Kenosha to afford housing in the City should be considered when developing housing policies.
- **Intergovernmental Cooperation:** The ability of adjacent communities and different levels of government to work together is a concern that will affect all future planning and policy efforts. The ability to work regionally and across municipal boundaries is an important issue. The existing level of intergovernmental cooperation was viewed as both a strength and a weakness in the SWOT. Although some may view the level of intergovernmental cooperation as lacking, in comparison to other communities in the Region and State, and based on the number of intergovernmental boundary and service agreements that exist between the City of Kenosha and other municipalities and agencies, it should be considered strong.
- **Natural Resources Preservation and Protection:** Results from the visioning process indicate that the loss of natural resources due to development is viewed as a threat to the City of Kenosha. Concerns include invasive species, declining water quality, and deteriorating air quality⁷. Residents placed a high priority on preserving existing woodlands, wetlands, and river corridors, and applying stricter regulations for preserving water quality. Natural amenities important to residents for preservation include Lake Michigan, open space corridors, and parks. Lake Michigan was viewed as a strength as a natural resource, as a tourism and recreational amenity, and for its potential to serve industry and create jobs. Development and enhancement of greenways and trails, the importance of Lake Michigan to the City of Kenosha, and improving parks and park amenities were recurring themes throughout the visioning process.
- **Planning for Future Growth and Development:** Results of the visioning process indicate that residents are concerned about anticipated growth and development, and desire sustainable and planned growth. Concerns include an impact on infrastructure, traffic congestion, natural resource preservation, overall quality of life issues, and ability to preserve the current way of life. Kenosha's proximity to two (2) major urban centers, Chicago and Milwaukee, as well as its location on Lake Michigan is seen as a major strength. The SWOT results indicated that respondents preferred controlled growth and limiting urban sprawl, while viewing unplanned development as a threat. A common theme expressed throughout the visioning process was to concentrate urban development and to promote opportunities for redevelopment in areas with existing infrastructure and the downtown area.

⁷ Based on U.S.E.P.A. monitor trends report data from the monitoring station in the Chiwaukee Prairie, levels of reported criteria air pollutants indicate an improvement in air quality since 2003.

- **Recreational Opportunities:** The development and enhancement of recreational opportunities is important to the City of Kenosha, and is viewed as a way to enhance tourism as well as improve the overall quality of life, making it a more attractive community in which to live, work, and play. Creating greenways and trails, capitalizing on Lake Michigan and the lakefront, and creating recreational opportunities for all ages were suggested as opportunities in the SWOT analysis. In addition, participants in the visioning process expressed a desire for more bike paths and lanes, and pedestrian access to open space.
- **Transportation and Transit Services:** Improving transit services and accessibility, and providing a variety of transportation choices is considered important to the City of Kenosha residents, particularly in light of the changing age structure of the population and energy concerns. Participants in the visioning process placed a high emphasis on improving public transit services, and the development of the Kenosha-Racine-Milwaukee (KRM) commuter rail. Participants also expressed a desire to expand alternative modes of transportation, including the addition of more bike paths and lanes and providing pedestrian access to open space. Concerns about increased traffic congestion due to development were also expressed.
- **Public Utilities and Community Facilities:** Decisions regarding growth and development by City of Kenosha government must take into account cost and impact on utilities and community facilities prior to development. The rate of development outpacing the ability to provide public services was considered a threat in the SWOT analysis and was a recurring theme throughout the visioning process.
- **Implementation:** Implementation of the City of Kenosha Comprehensive Plan was discussed during MJAC meetings, at public informational meetings, and the Kenosha County Café. Emphasis was placed on the need to follow through with plan recommendations after adoption, while continuing to promote public participation and good communication among government officials in the spirit of intergovernmental cooperation and between local officials and the general public on planning related matters.

The goals and objectives to follow in this Chapter define the quality of life by addressing each of the general planning issues and opportunities.

PART 3: GOALS AND OBJECTIVES

The goals which follow in this element are overall goals that define quality of life aspects in the City of Kenosha by addressing the previously listed general planning issues. The attainment of these goals and corresponding objectives will lead to the creation of plans and policies that sustain and enhance the quality of life for all residents while guiding development and redevelopment through the comprehensive plan design year of 2035. These goals also provide the framework within which specific element goals were developed for the other plan elements. Because they are intended to be general rather than specific, no policies or programs are associated with the goals and objectives presented in this Chapter. Policies and programs are presented in each of the other eight (8) plan element chapters of the report, in association with the more specific element goals and objectives.

The overall comprehensive plan goals and objectives, listed in order of plan elements in the following chapters, were developed using the same inventory data, projections, and public input that were used to identify the general planning issues and develop the vision statement.

Agricultural, Natural, and Cultural Resources

Goals:

- Allow agriculture and farmlands as temporary users prior to development as urban uses when provided with municipal utilities.
- Identify and encourage desirable and sustainable agri-businesses and job development.

Objectives:

- Encourage agricultural uses outside planned urban (sewer) service areas.
- Support county-grown agriculture through farmer's markets and community gardens.

Goal:

- Preserve and enhance the City of Kenosha's natural resources, including Lake Michigan, and park and open space sites.

Objectives:

- Continue the development of a comprehensive system of parks and open spaces within the City of Kenosha to enhance the quality of the environment and life and to allow residents adequate opportunities to participate in resource- and non-resource oriented outdoor recreational activities, including water-based outdoor recreation activities.
- Encourage the preservation of natural features and open space as part of future development proposals.
- Protect and enhance natural resource areas, including wetlands, wildlife habitats, woodlands, open spaces, and floodplains.
- Encourage the protection of Lake Michigan's water quality and shoreline.
- Capitalize on natural and recreational tourism amenities.

Goal:

- Preserve and enhance the historic and cultural resources and character of the City of Kenosha.

Objectives:

- Encourage preservation of historic and cultural structures and districts and archaeological sites.
- Encourage development and redevelopment that is sensitive to the preservation of significant natural, historic, and cultural features, and is compatible with such uses.
- Capitalize on historic and cultural tourism amenities.

Land Use

Goals:

- Encourage a balanced and sustainable spatial distribution among various types of land uses to meet the social, physical, and economic needs of residents.
- Accommodate the projected growth in population, households, and employment through the comprehensive plan design year 2035.
- Encourage sustainable development of land for business and residential use.

Objectives:

- Encourage land uses that promote efficient development patterns and relatively low costs to all levels of government.
- Encourage development and redevelopment of land with access to existing infrastructure and public services.
- Encourage infill development.
- Encourage an attractive and healthful physical and social environment with ample opportunities for high-quality education, cultural activities, and outdoor recreation.

Housing

Goal:

- Promote a range of affordable housing choices for all income levels, age groups, and physical abilities in the City of Kenosha.

Objectives:

- Promote housing choices for the aging population, disabled, and young family populations.
- Encourage flexibility in zoning to accommodate a variety of housing options.
- Promote affordable housing choices for people who work in the City of Kenosha.
- Promote universal design (designed for all physical abilities) in housing and subdivision construction to accommodate all population groups.

Transportation**Goal:**

- Improve transportation infrastructure and land use design to support a range of transportation choices for all citizens.

Objectives:

- Expand and enhance alternative modes of transportation, including public transit services, to meet the needs of transit-dependent elderly citizens and persons with disabilities.
- Maintain and enhance existing transportation infrastructure consistent with the Regional Transportation System Plan.
- Provide opportunities for walking and bicycling to provide an alternative to vehicle travel and to promote a healthy lifestyle.
- Encourage development patterns and designs with transportation infrastructure that minimizes environmental and aesthetic impacts.

Utilities and Community Facilities**Goal:**

- Maintain and enhance the existing level of public services in the City of Kenosha.

Objectives:

- Encourage public-private partnerships to enhance the level of public services in the City of Kenosha.
- Develop methods to assess the existing and future public service needs of residents.
- Maintain and enhance the high quality educational system in Kenosha County.
- Maintain and enhance the high level of healthcare services in Kenosha County.

Goal:

- Support and encourage sustainable energy options in public and private development.

Objectives:

- Encourage use of alternative energy sources.
- Encourage “green” development concepts.⁸
- Encourage development patterns and preservation of existing developments that are energy efficient.

⁸“Green” development concepts integrate techniques that help conserve natural resources, such as arranging land uses and site features (i.e. lots, buildings, and infrastructure) to include or be close to services, employment centers, and alternative transportation systems (i.e. mass transit, sidewalks, and bike paths); protecting existing natural features; providing opportunities to practicably harness renewable energy sources, where possible (i.e. south-oriented buildings capturing passive solar radiation); utilizing sun, wind, and/or earth for natural lighting, ventilation, heating, cooling, and other purposes (i.e. solar panels, wind turbines, and geothermal systems); installing eco-friendly stormwater quality and quantity control mechanisms such as bioswales, bioinfiltration trenches or basins, rain gardens and barrels or cisterns, rooftop and wall or “vertical” gardens, porous and permeable pavements with restricted salt and pollutants in such areas when possible, and landscaping for cooling, wind protection, and xeriscaping (landscaping that conserves water by using drought-tolerant plants and ornate hardscapes or mulch versus traditional mowed turf/grass); incorporating local, reused, recycled, recyclable, or eco-friendly (i.e. bamboo flooring) construction materials and energy efficient appliances; and including other energy and water conservation and efficiency measures into site and building designs.

Economic**Goals:**

- Identify and encourage desirable, diverse, and sustainable businesses and job development.
- Attract and retain jobs that provide employment opportunities for City of Kenosha residents.
- Identify economic and educational opportunities that will help ensure job growth for future generations.

Objectives:

- Identify a variety of business “clusters” to be encouraged within the City of Kenosha.
- Encourage Countywide and regional cooperation for economic development, including business creation, retention, and expansion and the creation of a range of employment opportunities that improve and enhance the economic vitality of the City of Kenosha.
- Encourage cooperation between schools and the business community to develop educational programs that provide the labor force with skills to meet the employment needs of City of Kenosha businesses and to provide the services needed by residents.
- Capitalize on tourism amenities, including historic, cultural, recreational, and natural resources, and particularly, activities that focus on Lake Michigan’s recreational opportunities.
- Encourage and support entrepreneurialism (i.e. small businesses and home-based businesses).

Intergovernmental Cooperation**Goal:**

- Encourage intergovernmental cooperation.

Objectives:

- Provide a structure for continuing dialog about land use regulation issues and boundary issues with other local governments and Kenosha County.
- Encourage shared services with other units of government, if cost savings and maintenance or improvement in service levels would result.
- Consider intergovernmental cooperation when selecting sites for public facilities such as police stations, fire stations, government administration buildings, schools, libraries and trail linkages between communities.

Implementation**Goal:**

- Ensure the City of Kenosha Comprehensive Plan is a “living document.”

Objectives:

- Routinely consult the comprehensive plan when carrying out government functions and developing the budget.
- Review progress made towards achievement of comprehensive plan goals annually, and update the plan as needed.
- Review and update the comprehensive plan report at least every ten (10) years, following the release of U.S. Census data and regional plan updates.

SUMMARY

This Chapter has presented information on existing and projected population and household projections for the year 2035. The following findings are of particular significance to the preparation of the City of Kenosha Comprehensive Plan:

- The City of Kenosha had 90,352 residents in 2000. The population is projected to increase to about 124,097 persons, or about 37 percent, in 2035.

- In 2000, about 30 percent of the City of Kenosha population was under the age of 20; about 58 percent was between the ages of 20 and 64; and about 12 percent was age 65 and over. Over the planning period, the number and percentage of residents in the 65 and over age category is expected to increase in both numbers and percentage of the population. Age distribution has important implications for planning and the formation of public policies in the areas of education, recreation, health, housing, transportation, and economic development.

- In 2000, there were 34,411 households with an average size of 2.54 persons per household in the City of Kenosha. In 2035, 49,797 households are projected in the City of Kenosha, with an average household size of 2.38 persons. The number of households, or occupied housing units, is important to land use and public facility planning. Households directly influence the demand for urban land as well as the demand for transportation and other public facilities and services, such as public sewer, water, and parks.

This Chapter also defined a desired future for 2035 through a statement summarizing the desired vision for the future of the City of Kenosha. Inventory data, projections, and various forms of public input were considered during development of a vision statement and goals and objectives. Overall goals and objectives that support the vision statement are designed to define the quality of life in the City of Kenosha and to guide the development and redevelopment of the planning area through 2035, as required by Section 66.1001(2)(a) of the *Wisconsin Statutes*. The overall goals and objectives provided the framework for the development of specific goals and objectives for each of the other plan elements. In addition to more specific goals and objectives, each element also includes a set of recommended polices and programs to achieve the goals and objectives.

* * * * *