

The ***Neighborhood Revitalization Study Final Report***, adopted by the City Plan Commission on September 24, 1992 and certified to the Common Council on October 5, 1992, was prepared for three target areas:

1. Washington Park
2. Columbus Park
3. Wilson Heights

This is the most current information available for the **Washington Park Neighborhood**. The City Plan Commission amended this portion of the revitalization study on September 6, 2007.

More detailed information for the Columbus and Wilson neighborhoods can be obtained by accessing the Columbus Neighborhood Plan and the Wilson Neighborhood Plan. The Columbus and Wilson Neighborhood Plans supersede the Neighborhood Revitalization Study.

CITY PLAN COMMISSION RESOLUTION NO. 12-07

BY: THE MAYOR

**Amendment to the *Final Report: Neighborhood Revitalization Study*  
for Property Located at 2210 52nd Street**

**WHEREAS**, under Wisconsin State Statutes 62.23(3), cities have the responsibility for the preparation and adoption of a master plan for the purpose of guiding and accomplishing a coordinated, adjusted and harmonious development of the municipality which will, in accordance with existing and future needs, best promote public health, safety, morals, order, convenience, prosperity or the general welfare, as well as efficiency and economy in the process of development; and

**WHEREAS**, Trkla, Pettigrew, Allen and Payne has prepared a neighborhood revitalization plan entitled the *Final Report: Neighborhood Revitalization Study* for the Washington Park, Columbus Park and Wilson Heights Neighborhoods; and

**WHEREAS**, the City Plan Commission adopted the *Final Report: Neighborhood Revitalization Study* on October 5, 1992, and certified said plan to the Common Council; and

**WHEREAS**, the City Plan Commission received a request to amend one of the neighborhood revitalization plan recommendations for Washington Park. The Amendment is to convert the former Bain School site to "Multiple-Family Residential" and to allow a residential density of up to 24 dwelling units per acre for the former school site, as depicted in Exhibit "A", which is incorporated herein by reference; and

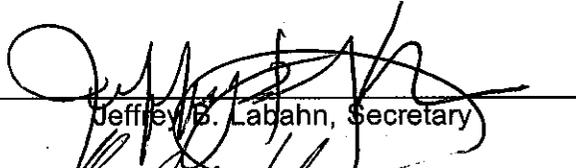
**WHEREAS**, the City Plan Commission, at their meeting on September 6, 2007, conducted a public hearing and subsequently approved the neighborhood revitalization plan amendment to the *Final Report: Neighborhood Revitalization Study* for the Washington Park Neighborhood; and

**WHEREAS**, the amendment to the neighborhood revitalization plan and development density is in the best interest of the City to plan for the orderly development of the neighborhood as described in Exhibit "A".

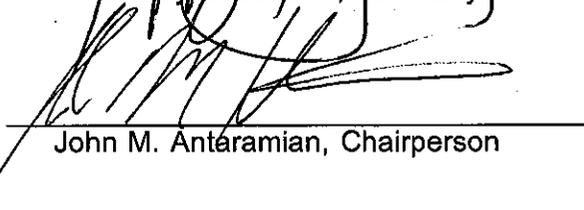
**NOW, THEREFORE, BE IT RESOLVED** that the City Plan Commission adopts and certifies the Amendment to the *Final Report: Neighborhood Revitalization Study* for the Washington Park Neighborhood as identified in Item "I"

Adopted this 6<sup>th</sup> day of September, 2007.

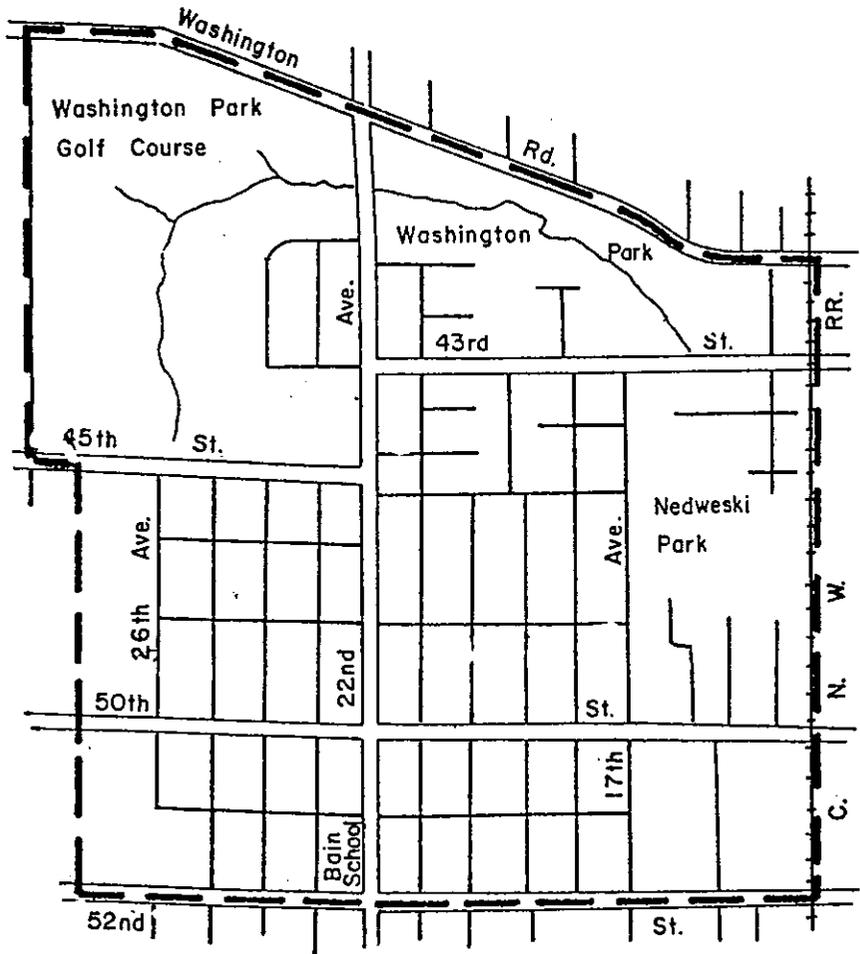
ATTEST:

  
Jeffrey B. Labahn, Secretary

APPROVE:

  
John M. Antaramian, Chairperson

# Washington Park



## WASHINGTON PARK NEIGHBORHOOD

The overall revitalization concept for Washington Park is to maintain, strengthen and enhance the neighborhood as an attractive and desirable medium-density residential environment consisting primarily of single-family and two-family homes.

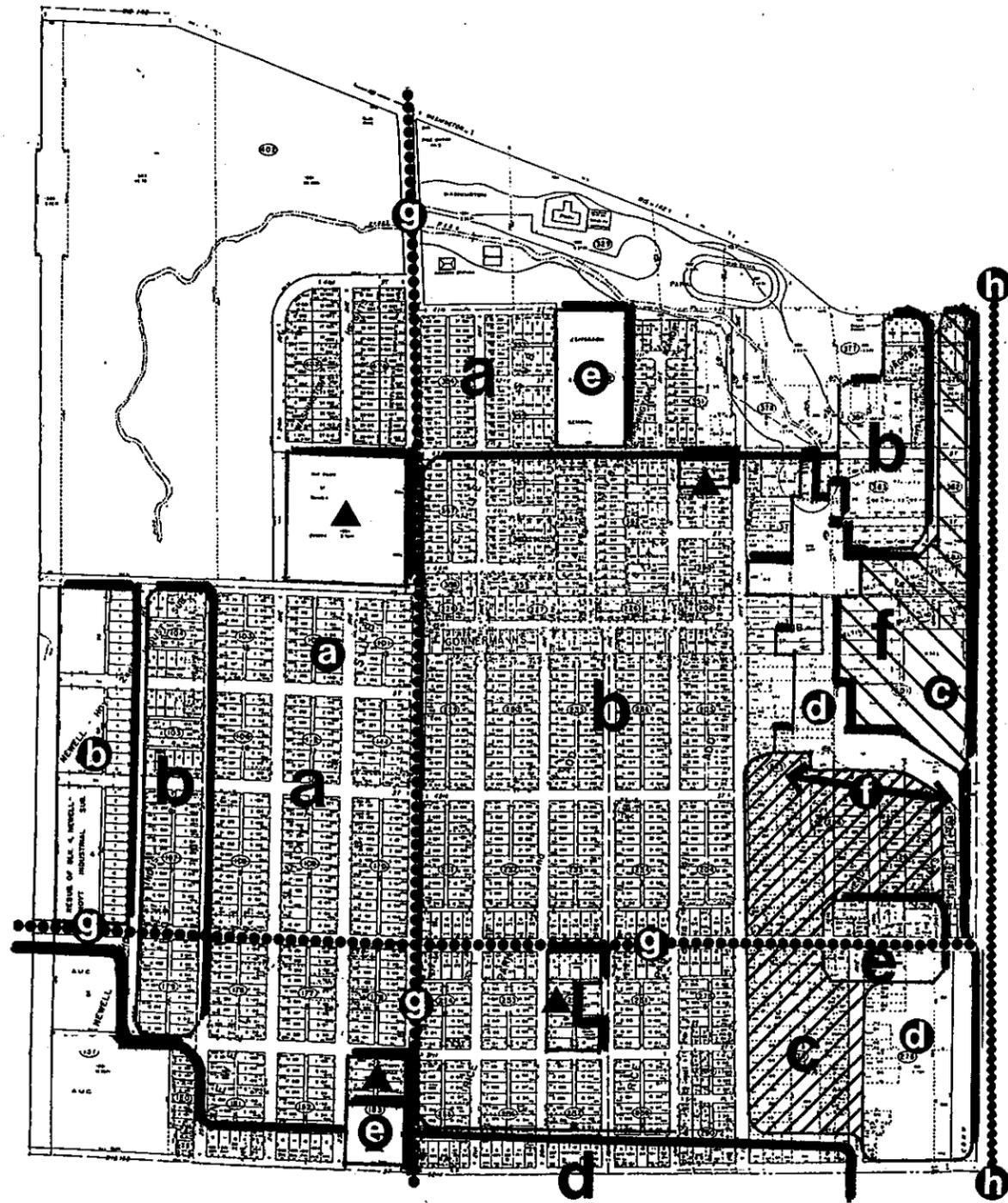
The existing land-use pattern and structure of the neighborhood should be reinforced. Residential areas should continue to occupy the protected central portion of the neighborhood, with non-residential development limited essentially to peripheral locations. The existing housing stock should be improved and upgraded throughout the neighborhood, and compatible new residential development should occur in selected locations. The south eastern corner of the neighborhood should be targeted for more aggressive revitalization and redevelopment action. Existing commercial areas should also be improved and upgraded, although they should remain small and compact, and should not undergo significant geographic expansion. Commercial uses should become more strongly oriented to the needs of neighborhood residents. While all industrial development should eventually be phased out within the neighborhood, interim measures should be undertaken to minimize the negative impact of industrial uses on nearby residential areas. A range of projects and actions should also be undertaken to improve traffic circulation, community facilities, public services and environmental features which would further strengthen and enhance the attractiveness and desirability of the Washington Park Neighborhood.

Recommended policies and actions for the Washington Park Neighborhood are presented below, including those related to: a) residential development; b) commercial development; c) industrial development; d) community facilities; e) transportation; and f) neighborhood image and identity. Selected policies and actions are illustrated in Figure 1.

### Residential Development

The following policies and actions are recommended to guide future improvement and development within the residential portions of the Washington Park Neighborhood.

- **Preserve existing residential character.** The Washington Park Neighborhood is essentially a medium-density residential neighborhood made up primarily of single-family and two-family homes, and this residential character should be maintained and enhanced in the future. While some new multi-family residential development could be appropriate in selected locations, this should occur on easily accessible sites around the periphery of the neighborhood, and should not fracture established single-family and two-family areas. Major new non-residential development should not occur within this neighborhood.



- a** Undertake routine repairs to maintain and improve essentially sound residential areas.
- b** Provide support and assistance to stabilize and upgrade residential areas "in transition."
- c** Target the southeastern area for aggressive revitalization action. In addition to support and assistance in housing rehabilitation, this should include code enforcement, removal of dilapidated structures and new infill development. This area might also undergo redevelopment for affordable new housing.
- d** Coordinate commercial area and neighborhood revitalization along 52nd Street. Provide support and assistance for building improvements, appearance improvements, and the promotion of compatible new development.
- e** Reestablish 50th Street as a neighborhood shopping area. Assist viable existing businesses and promote small-scale new development. Remove dilapidated buildings and improve overall image and appearance of the area.
- f** Eventually phase out and relocate all existing industrial uses within the neighborhood. In the interim, minimize the adverse impact of industrial operations on adjacent residential areas.
- a** Construct compatible new infill housing on scattered vacant lots.
- b** Promote development of vacant former Chrysler property. Preferred use would be a mix of affordable new housing types. A small new active park site should be provided in the southern portion.
- c** Acquire and remove nuisance uses, including Zizzo Scrap Yard and Kenosha Beef.
- d** Intensify active recreational development at Nedweski Park. Expand the park south to 52nd Street. Consider a new community center as a part of this southern extension.
- e** Maintain Jefferson and Bain Schools as neighborhood focal points. Undertake building, site and facility improvements as required.
- f** Interconnect existing dead-end streets along 13th, 14th and 16th Avenues.
- g** Undertake design and appearance improvements along key roadways which pass through the heart of the neighborhood.
- h** Undertake landscaping, appearance and maintenance improvements along the C&NW rail corridor and at underpasses within the neighborhood.
- ▲** Enhance churches as focal points for neighborhood life and activity.

**FIGURE 1**  
**SELECTED REVITALIZATION ACTIONS**

- **Maintain residential diversity.** Even though the Washington Park Neighborhood is essentially a single-family neighborhood, there is a rich diversity in housing stock and residential areas. Existing residential development varies considerably through the neighborhood, ranging from older housing stock on smaller lots in the southeastern corner, to more recent homes on somewhat larger lots in the northern portion. This residential diversity is considered an important asset, and should be preserved and enhanced in the future. Zoning regulations and requirements should reflect these differences in terms of density, lot sizes, setbacks, and yard requirements. New housing construction, particularly small-scale infill development, should reflect and reinforce the character and identity of the subarea within which it is located.
- **Upgrade housing conditions throughout the neighborhood.** While housing conditions are generally good throughout the Washington Park Neighborhood, there is a high incidence of residential properties which need minor maintenance and repair. Financial and technical assistance should be made available to encourage property owners to undertake corrective maintenance before these conditions become problematical. This is particularly important in the central portion of the neighborhood, where more than 20 percent of the homes are characterized by minor deficiencies. These blocks are clearly "in transition," and must be stabilized before minor deficiencies become major. If this subarea continues to decline, it will adversely affect sound residential blocks to the north and west.
- **Target the southeastern portion of the neighborhood for more aggressive housing improvement action.** Severe housing deterioration is most evident in the blocks east of 17th Avenue and south of 48th Street extended, where more than 20 percent of the houses are either major deficient or substandard. Aggressive actions should be undertaken to halt deterioration, reverse trends and upgrade the residential environment in this area. In addition to the provision of financial and technical assistance to homeowners, this area will also require: a) house-to-house code enforcement; b) the acquisition and removal of dilapidated structures; c) the promotion of new residential infill development; and d) redevelopment of selected properties. In addition to residential uses, new public and institutional uses could be appropriate within this target area, provided they are compatible with and supportive of the overall residential environment.
- **Construct compatible new residential infill development on remaining vacant lots.** While the Washington Park Neighborhood is essentially developed, vacant parcels of varying sizes are widely scattered throughout the neighborhood where new residential "infill" development could be promoted. It is essential that new housing enhance and reinforce the existing residential fabric of the area in which it is located. New infill housing should be similar in quality, size, bulk, architectural style, and price to existing homes in the surrounding area.
- **Promote larger-scale new residential development in selected locations.** In addition to the scattered vacant lots, there are several larger land areas that could be suitable for new housing development in the future. Opportunities for larger-scale residential development include: a) redevelopment of severely deteriorated blocks in the southeastern corner of the neighborhood; b) development of the vacant former Chrysler property north of 50th Street and west of 26th Avenue; and c) reuse of the industrial properties along the eastern edge of the neighborhood, when - and if - these uses are eventually phased out. Each of these sites is of adequate size and location to allow for a mix of affordable single-family, two-family, Townhouse, and similar housing types to be developed in an overall, coordinated and planned residential environment. However, as with infill housing, it is essential that these new

residential developments enhance and reinforce overall neighborhood quality and character, and be compatible with existing homes in the surrounding area.

- **Maintain the neighborhood's strong tradition of home ownership.** While home ownership is higher in the Washington Park Neighborhood than in the other two target neighborhoods, it has declined somewhat in recent years. Actions should be undertaken to retain existing homeowners and to encourage new homeowners to move to the area in the future.
- **Undertake related improvements and programs to enhance overall neighborhood quality.** If the Washington Park Neighborhood is to become a "neighborhood of choice," housing improvements alone will not be sufficient. A range of other projects and actions, including the improvements alone will not be sufficient. A range of other projects and actions, including the improvement of commercial areas, the elimination of nuisance uses, improved public services and facilities, and the improvement of neighborhood image and identity, will be required to reinforce and enhance the area as a quality living environment. Recommendations regarding these aspects of the neighborhood are presented in the following pages.

### **Commercial Development**

The following policies and actions are recommended to guide future improvement and development within the commercial portions of the Washington Park Neighborhood.

- **Ensure that all commercial development is compatible with and supportive of the residential character of the neighborhood.** Unlike the other two target neighborhoods, the Washington Park Neighborhood is not the location of major commercial development at the present time, and this should be maintained in the future. Commercial development should be clearly supportive of the adjacent neighborhood, commercial uses should be oriented toward the day-to-day commercial needs of neighborhood residents, and commercial activities should not be allowed to adversely affect the residential environment.
- **Limit commercial development to areas that are already used for commercial purposes.** In general, commercial development in the Washington Park Neighborhood should be limited to the 52nd Street corridor, and to selected locations along 50th Street and 22nd Avenue. While each of these existing commercial areas should undergo significant improvement and redevelopment in the future, they should remain small, compact and well-defined, and should not undergo significant geographic expansion.
- **Coordinate commercial area and neighborhood revitalization efforts along and near 52nd Street.** This major arterial is scheduled to be widened to six lanes, a Business Association is in place, and a separate study is underway to determine strategies for commercial revitalization along the corridor. However, it is essential to remember that conditions within the commercial area are integrally related to the adjacent residential neighborhood. Decisions regarding building improvements, redevelopment, traffic circulation, parking and urban design within the commercial area will have important implications for the neighborhood. Commercial and neighborhood revitalization efforts must be coordinated, consistent and complementary.
- **Upgrade and redevelop the 52nd Street commercial corridor.** In order to enhance the overall Washington Park Neighborhood, a number of projects and improvements should be considered as part of the 52nd Street revitalization program. Existing viable businesses should be assisted

and supported to ensure that they remain healthy, attractive and committed to the area. Buildings in need of repair should be rehabilitated. The establishment of a Business Improvement District should be considered to provide funding, management, organizational and promotional structure. The existing Midtown area, located near the intersection of 22nd Avenue, should be expanded and promoted for additional retail, service and business uses, perhaps including a convenience grocery, produce market, and medical and legal offices. In particular, new uses that could serve the day-to-day commercial needs of nearby residents should be encouraged. Severely deteriorated properties, such as those near 14th Avenue, should be acquired and removed. In addition, the overall image and appearance of the commercial area should be improved through landscaping, signage, building improvements, and site maintenance. A special design "theme" should be developed to give the area a new identity.

- **Consider alternative uses within certain segments of the 52nd Street corridor.** As improvement and redevelopment occurs along 52nd Street, residential, institutional and/or open space uses should be considered in selected blocks to eliminate the continuous strip or "ribbon" pattern of commercial development along the corridor. For example, the eastern portion of the corridor, between 17th Avenue and the railroad, could be redeveloped for some combination of these alternative uses, creating a more attractive entryway area for the downtown area.
- **Reestablish 50th Street as a neighborhood shopping area.** Building rehabilitation and small-scale new development should be promoted along 50th Street from approximately 16th Avenue east to the railroad. Environmental improvements should also be undertaken in this area, possibly including grounds maintenance, facade improvements, the paving and repair of parking areas, additional landscaping, special signage, lighting and new pedestrian facilities. Financial and technical assistance should be provided to viable existing businesses to encourage them to improve their properties. New neighborhood-oriented shops and services should be encouraged. Severely deteriorated structures should be acquired and removed. This area should be improved as an important new neighborhood focal point, and a source of pride and identity for nearby residents.
- **Maintain limited commercial development along 22nd Avenue.** Small-scale commercial development could be maintained at selected locations along 22nd Avenue. As along 50th Street, neighborhood-oriented stores and businesses should be promoted, particularly at the intersection of 22nd Avenue and 45th Street. Viable existing businesses should be assisted and supported, and marginal uses should be replaced. However, geographic expansion of the commercial clusters along 22nd Avenue is not recommended.

### **Industrial Development**

The following policies and actions are recommended to guide future improvements within the industrial portions of the Washington Park Neighborhood.

- **Strive to eventually phase out or relocate all existing industrial uses.** In general, industrial development is not compatible with the residential character of the Washington Park Neighborhood. As a long-term objective, viable existing industrial uses should be encouraged to relocate into newer industrial parks located elsewhere in Kenosha, where access, infrastructure and land is more readily available. The City should consider providing technical assistance in terms of locating alternative sites for industrial uses and providing

financial assistance for relocation. New industrial development or expansion should be discouraged within this neighborhood.

- **Undertake area-wide environmental improvements.** If certain existing industrial uses are to remain in the future, even on an interim basis, large-scale environmental improvements should be undertaken to improve the overall image and appearance of industrial properties. These should include building repairs, the improvement of parking lots and outdoor storage areas, and more extensive landscaping, screening and buffering around the perimeter of industrial properties, particularly where they are visible from major roadways or adjacent residential blocks.
- **Minimize the negative impacts of existing industrial uses.** The City should work with and closely monitor existing industrial uses which do remain in an effort to minimize traffic, noise, odor and other adverse impacts on the surrounding residential area. All pertinent codes, ordinances and regulations should be aggressively enforced in regard to these impacts.
- **Acquire and remove nuisance uses.** Zizzo Scrap Yard and Kenosha Beef Rendering Plant are considered particularly objectionable by neighborhood residents. The City should consider more direct action to remove these uses, including acquisition and relocation. This would clearly demonstrate a strong public commitment to the future of the neighborhood, and could help stimulate additional private investment and development.
- **Develop long-term reuse programs for industrial properties.** If existing industrial uses are relocated or removed in the future, industrial lands should be redeveloped for new uses that are more compatible with the residential character of the Washington Park Neighborhood. Where possible, the conversion of industrial parcels to residential use would be preferable. However, the nature of many existing industrial uses in the area may have resulted in soil contamination that will complicate future redevelopment. If so, additional park land, community facilities, institutions and public uses might be considered, particularly along the eastern edge of the neighborhood.
- **Clarify development policies regarding the vacant former Chrysler property.** While the Mann Bilt housing assembly operation, located in the former Chrysler facility on 52nd Street in the southwest corner of the neighborhood, is not incompatible with the adjacent residential area, peripheral landscaping, screening and buffering should be improved. However, a major portion of the former Chrysler property remains vacant. While this area is currently zoned M-2: Heavy Manufacturing, the preferred use for this area would be a planned residential development including a mix of housing types compatible with existing residential areas to the east and west. If this area is developed for industrial use in the future, it is essential that it not adversely affect the adjacent residential area.

Regardless of whether this property is developed for industrial or residential use, consideration should be given to setting aside a small park site of approximately five acres in size which would be easily accessible from both the Washington Park and Wilson Heights neighborhoods and help offset existing park deficiencies in both neighborhoods.

### **Community Facilities**

The Washington Park Neighborhood contains a more complete system of community facilities than do the other two target neighborhoods. While these facilities not only provide neighborhood residents

with a range of conveniently located and easily accessible services, they also serve as important neighborhood focal points and sources of neighborhood pride and identity.

The following policies and actions are recommended related to community facilities within the Washington Park Neighborhood.

- **Improve and intensify development at Nedweski Park.** This recently acquired park is of particular importance to the neighborhood because of its linear shape, and the fact that it serves to interconnect the eastern portion of the neighborhood. Nedweski Park should be more extensively developed and equipped for active recreational use, and become a focal point for the improvement and revitalization of deteriorated blocks in this area. In addition, consideration should be given to extending the linear park south to 52nd Street, where it would significantly increase recreational opportunities and provide an attractive new entryway feature for downtown Kenosha.
- **Acquire additional park land in the western portion of the neighborhood.** Ideally, a new active park site of approximately five acres in size should be obtained as part of development of the vacant former Chrysler property west of 26th Avenue. A new park site in this location could serve residents from both the Washington Park and Wilson Heights neighborhoods. As an alternative, the neighborhood contains a number of scattered vacant parcels which could be acquired and developed for small playgrounds or tot lots.
- **Maintain and upgrade existing public schools.** Both Jefferson and Bain Elementary schools were recently rated by the Kenosha Unified School District No. 1 as being deficient in certain areas related to site, building, and/or facilities. While both schools are quite old, they are considered essential components of the Washington Park Neighborhood, and must be maintained in the future. Neighborhood groups and organizations could urge the School District to undertake needed building and facility improvements. The City could assist in obtaining land for building expansion, outdoor recreation, and/or parking if this becomes required in the future.

In particular, Bain School may need to be relocated in the future, particularly if 52nd Street is widened. Several alternative sites should be considered: a) the two-block area bounded by 50th Street, 25th Avenue, 26th Avenue and 52nd Street, which encompasses some of the vacant former Chrysler property as well as several older residential properties; b) the block bounded by 50th Street, 17th Avenue, 18th Avenue and 51st Street, which includes a number of deteriorated residential properties; and c) the largely vacant area bounded by 50th Street, 14th Avenue, 52nd Street and the railroad, where the new school could be developed in conjunction with an expanded Nedweski Park. If a site along 52nd Street is selected, the new school facilities and outdoor recreational areas should be oriented away from the heavily travelled arterial route.

- **Enhance churches as focal points for neighborhood life and activity.** While existing churches and parochial schools are already important components of the neighborhood, they can assume increased prominence as a part of the revitalization program. Not only do they provide for important services and amenities within the neighborhood, but they could also become more active players in housing rehabilitation, infill development, and neighborhood marketing and promotion. In particular, religious institutions can be important participants in the development of non-profit housing because of their knowledge of neighborhood needs and conditions, the professional expertise of their members, their access to local manpower and

donations, and the overall goodwill and legitimacy they represent within the neighborhood. Partnerships can range from informal arrangements for sharing expertise, seed capital and volunteer labor, to the establishment of non-profit housing corporations.

- **Undertake utility system improvements as required.** The existing public utility system serving the Washington Park Neighborhood is considered to be generally good. Major sewer interceptor and water transmission main projects are programmed for 1993-94, although these will not be of direct benefit to the neighborhood itself. The periodic upgrading and improvement of older utility facilities should be carefully coordinated with residential and commercial area revitalization.
- **Consider new community facilities within the neighborhood.** The City should consider the provision of new public facilities which would further emphasize the City's official commitment to neighborhood revitalization. A new community center, perhaps located in the southeastern corner of the neighborhood as a part of the Nedweski Park extension, either along 50th or 52nd Street, would be of most direct benefit to the Washington Park Neighborhood. Other potential public uses include a resource center, a museum, a greenhouse or public garden, etc. There have been preliminary discussions regarding the possibility of locating a new juvenile detention center within the southeastern corner of the Washington Park neighborhood. Such a use could be acceptable in this area, provided it is attractively designed and developed, compatible with and supportive of the adjacent residential area, and does not impair or detract from the major entranceway into downtown Kenosha at 52nd Street and the railroad.
- **Improve the perception of safety and security within the neighborhood.** Issues regarding crime, including theft, gangs, drugs and vandalism, are concerns frequently mentioned by Washington Park Neighborhood residents. If long-term neighborhood revitalization is to be successful, these concerns must be alleviated. The removal of severe deterioration and blight will help. Stronger relations should be established between the neighborhood and police department. Foot patrols might be increased, and new crime prevention programs implemented. Additional street lighting might be considered in certain areas. Neighborhood organizations, schools and churches should also become more involved to increase public awareness and stimulate new pride and proprietary interest in the neighborhood.

### **Transportation**

The major street system serving the Washington Park Neighborhood is well established and little significant change is anticipated. The neighborhood is also well served by public transportation, including City bus service and commuter rail. No significant traffic congestion or operational problems have been identified within the neighborhood, except for some congestion along 52nd Street, particularly at the 22nd Avenue intersection. The City and State are currently considering a program for widening 52nd Street to six lanes in the future. In addition, as neighborhood improvement and revitalization continue in the future, traffic conditions along other roadways, particularly 50th Street, should be monitored to determine if additional widening or street modifications are warranted.

The following policies and actions are recommended related to transportation in the Washington Park Neighborhood.

- **? Continue to limit the number of through streets which traverse the Washington Park Neighborhood.** Several major land-uses define and contain the neighborhood, and limit through traffic movements. Very few streets have full continuity either east-west or north-south through the neighborhood. While this condition can tend to isolate certain parts of the neighborhood, it does protect the neighborhood from objectionable through traffic and is considered an asset which should be preserved in the future. In particular, if the vacant former Chrysler property is subdivided in the future, it should not include additional roadways which extend east-west across the property.
- **Eliminate dead-end streets.** The Washington Park Neighborhood contains several dead-end streets that create traffic circulation difficulties, inhibit emergency vehicle access, and isolate residential properties. Where possible, street "loops" should be provided to interconnect dead-end streets. The most serious problem is scheduled to be corrected in 1993, when 13th, 14th and 16th Avenues will be connected through the extension of 48th Street from 17th Avenue east to 13th Avenue. However, similar conditions exist in the northern and eastern portion of the neighborhood.
- **Maintain street and sidewalk surfaces.** Street and sidewalk conditions within the Washington Park Neighborhood range from poor to good. While the City's ongoing program of repair and resurface work is considered adequate, it should be closely coordinated with other neighborhood revitalization efforts. For example, if the southeast corner is targeted for aggressive housing improvement efforts, this should also become the focus for related street and infrastructure improvements.
- **Improve the image and appearance of key roadways.** A consistent system of street trees, related landscaping, street lighting and signage could do much to improve the appearance of major streets within the Washington Park Neighborhood, and help visually unify the overall neighborhood area. It is assumed that the 52nd Street improvement program will include such a system for the arterial street, which would border all three target neighborhoods. However, consideration should also be given to undertaking special improvements along 22nd Avenue and 50th Street, both of which pass through the heart of the neighborhood. Tree types, lighting fixtures, signage, etc. could all be unique to the Washington Park Neighborhood, and could help create a new visual identity for the neighborhood area.
- **Maintain convenient pedestrian access and circulation within the neighborhood.** Pedestrian movement within the neighborhood has traditionally been provided along public sidewalks. The grid pattern of streets generally provides direct and convenient access to all destinations. It is important that all sidewalks be maintained in good repair. However, pedestrian access could be improved to Nedwesi Park and certain other isolated portions of the neighborhood. Safe and convenient pedestrian crossings should also be maintained at major streets, particularly along 52nd Street when it is widened to six lanes in the future.

### **Neighborhood Image and Identity**

Many of the policies and actions outlined above will help improve and enhance the overall image and identity of the Washington Park Neighborhood, and help strengthen the area as a "neighborhood of choice." In addition, several other policies and actions which would demonstrate a strong public and private commitment to improving neighborhood image and character are presented below.

- **Improve the appearance of the Chicago and Northwestern railroad corridor.** The City recently entered into an agreement with the Chicago and Northwestern whereby interested parties working with the City may clean up and more adequately maintain the rail corridor which borders the eastern edge of the neighborhood. More extensive landscaping, including trees, shrubs and ground cover, might also be considered along the railroad berm in highly visible locations. The City sponsored a design competition for the decorative painting of railroad viaducts, and is currently raising funds to implement selected designs.
- **Utilize or maintain vacant lots.** The Washington Park Neighborhood has numerous scattered vacant lots which detract from its overall image and character. While new housing infill construction is preferable, vacant lots could also be considered for tot lots, decorative parks, neighborhood gardens, parking areas, etc. At a minimum, vacant lots should be maintained periodically and be free of weeds, dumping, debris, etc.
- **Maintain and enhance the neighborhood "streetscape."** The mature vegetation and tree-lined streets are considered an important asset of the Washington Park Neighborhood. The City should continually maintain and replace trees and landscaping within the public right-of-way, and private property owners should be encouraged to do the same. Under the City's Forestry Program, neighborhood residents can request additional street trees within the parkway; consideration might also be given to extending this program to provide assistance to neighborhood businesses and industries in the landscaping of their properties where they adjoin residential areas. Special signage, graphics and pedestrian lighting might also be considered in certain areas.
- **Schedule new neighborhood activities and events.** Special neighborhood activities, events and celebrations can do much to strengthen overall unity and identity. These might include block parties, arts and crafts shows, food fests, holiday fairs, commemorative celebrations, etc. Special events could be sponsored by the City, neighborhood organizations, schools, churches, or local businesses or industries.
- **Market and promote the Washington Park Neighborhood as an attractive and desirable place to live.** It is essential that an overall, coordinated program be implemented to market and promote the strengths and advantages of the neighborhood, and to publicize the cooperative public and private efforts underway to improve and enhance the area in the future. Assets to be emphasized should include the neighborhood's excellent location, proximity to shopping and services, strong residential areas, character and quality of the housing stock, diversity of architecture, proximity to public transportation, the large amount of park land, neighborhood schools, the number of long-established churches, tree-lined streets, etc.

#### **Priority Program Recommendations**

The plans and projects described above represent a comprehensive, long-range program for revitalization of the Washington Park Neighborhood. However, it must be recognized that the financial resources available to the City and the neighborhood will simply not be sufficient to immediately carry out all recommended actions. Consequently, neighborhood revitalization must be staged over a period of time. It is recommended that City staff work closely with representatives of the Washington Park Neighborhood to establish priorities for improvement projects and actions.

As a basis for continuing discussions between the City and the neighborhood, a preliminary listing of priority program actions are highlighted below. Priority actions are designed to stabilize existing

conditions and property values, to provide a safe environment for existing and future residents, and to enhance the locational advantages and affordability of the neighborhood. The recommended implementation program places priority emphasis on housing and housing-related conditions. It anticipates the use of programs and resources available through the City of Kenosha, State of Wisconsin, and public and private organizations and corporations involved in providing technical and financial assistance to the City and neighborhood-based organizations committed to improving the quality of life and liveability of neighborhoods.

For several of the priority actions, annual targets are indicated. If these targets are achieved, visible progress will be achieved within a few years and area-wide revitalization should be substantially accomplished within a ten year period. However, it should be emphasized that more rapid progress can be achieved if additional funding sources or higher funding levels become available in the years ahead.

Specific program recommendations are summarized below.

■ **Maintain Sound Housing**

Continued high level of maintenance of basically sound buildings is required to stabilize residential property values and to prevent the creation or spread of deterioration. Recent surveys indicate that 1,083 residential buildings are basically sound or in need of only minor rehabilitation. The City should expand its code enforcement program to include annual surveillance of basically sound buildings and areas, to address problem properties and owners.

Objective: Regular maintenance of all basically sound buildings.

■ **Market Vacant Residential Buildings**

Housing abandonment and demolition has resulted in the loss of a number of residential buildings in the past. The extent to which this trend can be stopped and reversed will affect the potential for revitalization of the neighborhood and the amount of time required to return the area to a long-term sound condition. Every effort should be made to protect existing vacant buildings from further deterioration, and to market these properties for rehabilitation and re-use. Vacant buildings that are seriously deteriorated and represent a threat to health and safety should be demolished by the City. Recent surveys indicate that eight residential buildings are currently vacant.

Objective: Rehabilitation and reuse of all vacant and marketable residential buildings within two years.

■ **Rehabilitate Deteriorating Residential Buildings**

Existing housing rehabilitation efforts should be continued and intensified to upgrade existing building to a long-term sound condition and to improve the living conditions of those residing in the area. Recent surveys indicate that approximately 89 residential buildings are in need of major rehabilitation and 17 residential buildings are structurally substandard. Many of the buildings are owned and occupied by low- and moderate-income households with limited ability to finance needed home improvements. The low value of buildings, together with the high cost of rehabilitation, presents financial feasibility questions in many cases.

Objective: Complete rehabilitation of at least ten deteriorating buildings each year.

■ **Market Vacant Sites for New Housing**

New housing on vacant parcels is needed to augment the existing supply of housing available to low- and moderate-income families, to restore the continuity of residential frontages, and to strengthen the appearance and quality of the area as a complete neighborhood. Recent surveys indicate that approximately 41 small vacant sites suitable for infill housing currently exist. It is essential, however, that the design of new residential units be of reasonably good quality and be complementary to the neighborhood. Development of affordable housing will require creative financing arrangements.

Objective: Secure new infill housing on at least four vacant sites each year.

■ **Promote Home Ownership**

Existing programs such as the Homebuyers Club should be continued and expanded to encourage an increase in home ownership within the neighborhood. As part of this program technical and financial assistance should be provided to low- and moderate-income households.

Objective: Increase home ownership at the rate of eleven new homeowners each year.

■ **Commercial Development**

Special efforts should be made to work with business and property owners in development of an agreed-upon plan and program for both the 52nd Street and 50th Street commercial areas. Detailed plans should provide for maintenance and improvement of buildings, appearance improvements, and the promotion of compatible development.

Programs designed to encourage and facilitate economic development within the neighborhood have been established by the City of Kenosha, and the Kenosha Area Development Corporation, or are currently available through programs funded and administered at the state or federal level. Incentives available include a wide range of job and business training programs, tax abatement programs, and loan programs for new construction and infrastructure. These programs are of potential benefit to the neighborhood and City as a whole, and should be promoted aggressively on an ongoing basis.

■ **Industrial Development**

The City should initiate discussions with existing industries in the neighborhood. These discussions should address: a) short-term actions to make industrial properties more compatible with adjacent neighborhoods, including improved screening, buffering and landscaping of industrial sites; and b) long-term opportunities for relocating industries to other parts of Kenosha, including potential relocation sites. The City should also vigorously enforce existing codes and ordinances to eliminate the nuisance impacts of certain industries in the area.

- **Transportation Improvements**

The top priority transportation improvement should be the elimination of the dead-end street conditions at 13th, 14th and 16th Avenues. This should be accomplished by extending 48th Street from 17th Avenue east to 13th Street.

- **Nedweski Park Improvement and Expansion**

The existing Nedweski Park should be more extensively improved, developed and equipped for active recreational use. In addition, the City should begin assembling land which would allow for the eventual extension of the park south to 52nd Street.

- **Relocation Plan for Bain School**

The City should cooperate with the School District to establish a viable relocation plan for Bain School. Several alternative school sites are described above. The City could assist in the site selection and land assembly processes.

- **Maintain Existing Community Facilities**

The City should work with appropriate agencies and organizations to ensure continued high level of maintenance of other existing parks, schools, churches, and neighborhood facilities in order to stabilize property values and to prevent the creation or spread of blighting conditions.

- **Street Resurfacing, Sidewalk Replacement, and Curb and Gutter Replacement**

Improvements within public rights-of-way are in basically good condition in major sections of the neighborhood. However, upgrading of street surfaces, curbs and gutters, and sidewalks is needed where deteriorating conditions still exist. Implementation of a public improvement program will upgrade environmental conditions and support building and property maintenance.

- **Marketing and Public Relations**

Special marketing and public relations efforts should be undertaken to promote the neighborhood. The purpose of this program should be to promote a positive image and identity, and it should address primarily the greater Kenosha community. The program should comprise several facets, including: a) development of a promotional brochure describing housing opportunities; b) distribution of the brochure to relocation centers, realtors, Chambers of Commerce and other groups that promote investment in Kenosha; c) regular communication with other promotional groups; and d) press releases and follow-up for special events and activities in the neighborhood.

- **Neighborhood Clean-ups and Property Maintenance**

A neighborhood clean-up and property maintenance program has been initiated by the City through existing neighborhood organization, and should be continued on a regular basis. Clean-up efforts should be continued with assistance from the City of Kenosha, local institutions and businesses, and private benefactors to remove trash and debris from vacant

lots, get barren areas sodded and/or seeded, cut weeds, remove junk cars, repair and paint damaged fences, encourage landscaping, etc. The clean-up and maintenance program should be established as an ongoing activity designed to improve the image and appearance of the area, and to promote neighborhood pride and participation.

■ **The Neighborhood Watch Program**

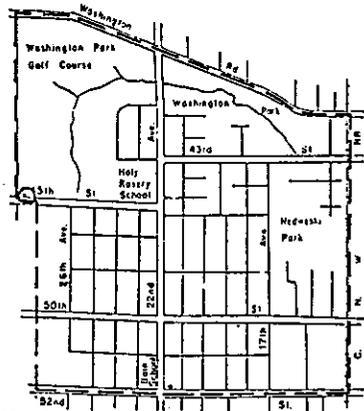
Neighborhood Watch is one of the most effective and least costly responses to crime, and should be actively promoted and supported in Washington Park. The success of block watches is based on the assumption that people in an area are more immediately aware of suspicious activity than the police. A block watch involves neighborhood phone trees, meetings, and education. Neighbors report any suspicious activity in the area by calling local emergency numbers. In addition, they call two neighbors on a specified phone tree who also call authorities. The criminal activity is reported by more than one resident to ensure prompt police action and provide "safety in numbers." An important component of any block watch is the distinctive "neighborhood watch" sign that is prominently displayed in the neighborhood to alert criminals or troublemakers that the neighborhood sticks together and reports crime.

Often, Block Watch meetings involve speakers who offer safety tips on protecting homes, autos, businesses, and personal belongings. Block Watch participants may coordinate public improvement projects to pick up litter, or plant flowers and shrubs, etc. Many Watch groups have not only seen crime reduced, but have discovered that caring about and sharing in the community's well-being -- its image, its streets and parks, its local services, and recreation opportunities -- offer far-reaching rewards.

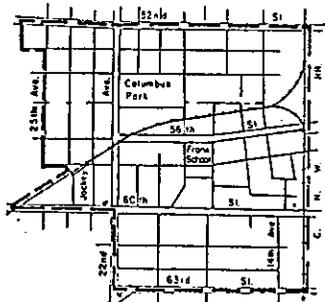
■ **Market Small Vacant Parcels to Adjacent Property Owners.**

Several small, vacant parcels located between older houses may not be large enough for new infill housing. These sites tend to be overgrown with weeds and littered with trash and debris. Lack of maintenance of these sites contributes to the poor image and appearance of the neighborhood. A marketing program designed to encourage and facilitate purchase of these sites by adjacent property owners for clean-up and use as private yard areas should eliminate the problems of poor maintenance.

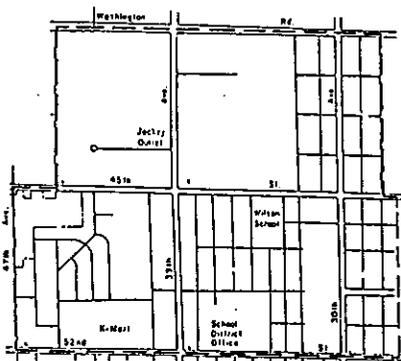
# Appendix



Washington Park Neighborhood



Columbus Park Neighborhood



Wilson Heights Neighborhood

## APPENDIX A

### SUMMARY OF PLANNING PROJECT

This planning project began in April of 1991 with the creation of the Neighborhood Plans Oversight Committee (Resolution #76-91). In May the Committee interviewed several consulting firms to assist with their efforts and by June of 1991 had selected the firm of Trkla, Pettigrew, Allen & Payne (TPAP) for the project.

Phase One of the project began in July 1991. For the most part, the Committee's and TPAP's efforts during this phase focused on identifying existing conditions and needs in each of the neighborhoods. This was accomplished through numerous interviews, a survey of residents and business owners in each neighborhood and resident workshops in each of the neighborhoods. (A list of interviewees, the comments from the workshops and the survey results are included in this Appendix.)

Phase One was completed in December 1991 with the Committee's approval of TPAP's Phase One written report. This report summarizes all background studies to provide an assessment of existing conditions and potentials within the three neighborhoods; provides a synthesis of key problems, issues and potentials within each neighborhood; and starts looking at the potential tools and techniques which could possibly be utilized to implement neighborhood projects and improvements. The Committee's adoption of the Phase One Report established a consensus on needs and opportunities and thus set the direction for Phase Two of the project: Evaluating Revitalization Alternatives.

The Committee and TPAP spent the next three months developing draft revitalization plans, projects and strategies for each of the neighborhoods. Using the information contained in the Phase One Report along with additional analyses, data and input from the Committee, this phase culminated in a second written report by TPAP. The Phase Two Report highlights pertinent demographic and socioeconomic characteristics and trends in the neighborhoods; describes real estate development trends and potentials in the neighborhoods; summarizes the overall approach, general principles and policies for revitalization action; presents a draft plan, policy and project recommendations for each neighborhood; and presents draft recommendations regarding the resources and strategies to be used in each neighborhood.

Phase Three of the project began in April of 1992 with a second series of neighborhood workshops. The workshops were held in order to communicate to neighborhood residents the draft plans, projects and strategies for their neighborhoods and to record their comments on the proposals. These comments, along with the Committee's input, were instrumental in the refinement of the revitalization plans and projects which appeared in the Draft Final Report and was completed in June of 1992.

During August the Committee reviewed the Draft Final Report requesting several changes before approving the final draft on August 20, 1992. The Final Report is now being forwarded to the appropriate committee(s) for review and approval.

## **APPENDIX B**

### **WASHINGTON PARK NEIGHBORHOOD WORKSHOP**

#### **ASSETS AND ADVANTAGES**

The following neighborhood assets and advantages were listed by persons attending the workshop. The number in parentheses indicates the number of persons who mentioned each asset.

- Older homes with character (4)
- Washington Park (15)
- Good bus service (5)
- Nearby churches and schools (13)
- Friendly people (5)
- People who care (4)
- Small areas of well-maintained homes (4)
- Close to city dump/recycling center (2)
- Safe neighborhood (1)
- Close to hospital (2)
- Close to lake (7)
- Close to main highways (2)
- Family-sized homes and lots (3)
- Beauty of area (3)
- Good fire protection service (4)
- Tree-lined streets (3)
- Revitalized golf courses (1)
- Alley system (2)
- Opportunity to restore older homes (2)
- Convenient commercial services (7)
- Diverse ethnic groups (3)
- Neighborhood meetings (2)
- Street resurfacing (2)
- Housing improvements underway (4)

## WASHINGTON PARK NEIGHBORHOOD WORKSHOP

### ISSUES AND CONCERNS

The following neighborhood issues and concerns were listed by persons attending the workshop. The numbers in parentheses indicate the number of persons who identified each issue as being the first-second-third most important issue confronting the neighborhood.

- Breaking into cars and houses (4-2-1)
- Junk and weeds in yards (0-3-4)
- Assault of home occupants (0-2-0)
- Poor police coverage (3-1-2)
- Streets too narrow (1-0-0)
- Vandalism by kids (0-3-1)
- Not enough parking on streets (0-0-0)
- Need to enforce maintenance ordinances (3-4-1)
- More street and alley lighting (0-1-1)
- Safety (3-2-0)
- Need more landscaping (0-0-0)
- Trees not trimmed (0-0-0)
- Overcrowding of housing units (0-1-1)
- Noise, fighting near taverns (0-0-0)
- Unsupervised juveniles (3-1-1)
- Poorly maintained alleys (0-0-0)
- Graffiti in alleys (0-0-0)
- Upgrade housing to code (1-1-2)
- Zizzo Scrap yard (0-0-0)
- Minimum housing code not strict enough (0-0-1)
- Slum lords/absentee owners (1-0-2)
- Gang problems (2-1-3)
- Help for yard work, snow removal (need teen help) (0-0-0)
- Some unfriendly people (0-0-0)
- Need better community image (0-0-1)
- Fast traffic in alleys (0-0-0)
- Lack of neighborhood cooperation (0-0-0)
- Junk cars (0-0-0)
- Lack of youth organizations (0-1-0)
- Odor from rendering plant (0-0-0)
- Use and abuse of drugs and alcohol (1-0-0)
- Need reasons for hope in future of neighborhood (0-0-0)
- Children fighting (0-0-0)
- Children not safe (2-0-0)
- Need for enforcement of curfew (0-1-1)
- No control of bikes (0-0-0)
- Decline of good paying jobs (0-0-1)
- Koos odors and emissions (0-0-0)
- Animal protection (0-0-0)
- Truancy (0-0-0)

## WASHINGTON PARK NEIGHBORHOOD WORKSHOP

### Issues and Concerns -- continued

- Kids walking in streets (0-0-0)
- "Blind" police (0-0-0)
- Animal control (0-1-0)
- Parking in front yards (0-0-0)
- Littering (0-1-0)
- Parking on sidewalks (0-0-0)

### *ISSUES NO ONE ELSE WILL MENTION*

- Tenant responsibility enforced by ordinance (0-0-0)
- Barking by dogs (0-0-0)
- Need better publicity for meetings (0-0-0)
- Need four-way stop at 48th and 19th (0-0-0)
- Mandatory inspection and enforcement of rentals (0-0-0)
- "Skinheads" living in Washington Park (0-0-0)
- Lack of police foot patrol (0-0-0)
- Police don't listen when informed (0-0-0)
- Need more adequate trash receptacles (and more consistent) (0-0-0)
- Littering along 50th Street (0-0-0)
- Noisy motorcycles (0-0-0)
- Need alternate parking to allow for better maintenance (0-0-0)
- Rodents and other critters (0-0-0)
- Recycling pick-up (0-0-0)

## APPENDIX C

### COLUMBUS PARK NEIGHBORHOOD WORKSHOP

#### ASSETS AND ADVANTAGES

The following neighborhood assets and advantages were listed by persons attending the workshop. The number in parentheses indicates the number of persons who mentioned each asset.

- Columbus Park (13)
- Frank School (20)
- Good business district (8)
- Close to County and City offices (5)
- Close to churches (11)
- Good mix of people (3)
- Many life-long residents (4)
- Good transportation (10)
- Character and architecture of houses (6)
- Large, old trees (2)
- Parent support for school (2)
- Frank neighborhood project (3)
- Neighborhood housing services (4)
- Saturday farmers' market (3)
- Close to lake and parks (7)
- New homes (2)
- Walking distance to services (9)
- New Earth store (3)
- Affordable housing (5)
- Close to downtown (8)
- Close to public transportation (11)
- Close to museum (1)
- Programs for single mothers (2)
- Christian Youth Council (3)
- Close to I-94 (2)
- Good, helpful neighbors (6)
- Close to public safety building (3)
- Close to hospital (3)
- Ethnicity of population (12)

## **COLUMBUS PARK NEIGHBORHOOD WORKSHOP**

### **Assets and Advantages -- Continued**

- Deep in history (6)
- Good neighborhood watch (2)
- Greenway on 22nd Avenue (1)
- Interested citizens (4)
- Diversity of architecture (4)
- Fairly responsive city government (4)
- Model market (1)
- Spanish center (2)
- Trees and landscaping (4)

### **ISSUES AND CONCERNS**

The following neighborhood issues and concerns were listed by persons attending the workshop. The numbers in parentheses indicate the number of persons who identified each issue as being the first-second-third most important issue confronting the neighborhood.

- Need landscaping around homes (0-0-4)
- Gangs (5-1-5)
- Need for housing rehabilitation (4-3-3)
- Absentee landlords -- accountability (3-4-4)
- Poor police response time and follow-up action (2-4-1)
- Vandalism (4-1-3)
- Trash and debris on sidewalks (0-0-0)
- Lack of good jobs (1-0-0)
- Creeping commercialization of residential areas (0-0-0)
- Insensitive remodeling (0-0-1)
- Unsupervised children (2-2-2)
- Lack of building inspections (0-0-0)
- Opposition to homes for handicapped children (0-0-0)
- Irresponsible tenants (1-2-1)
- Too many bars -- resulting problems (2-0-1)
- Poorly lighted alleys and streets (0-0-1)
- Fighting in yards and porches (0-1-1)
- Lack of curfew enforcement (1-1-1)
- Rodents in rentals (0-0-0)
- Inadequate punishment for crimes (0-0-0)
- Drugs (5-0-3)
- Upgrading of schools (0-1-0)
- Fair sharing of resources for all schools (0-0-0)
- Lack of affordable housing for large families (0-1-0)

## **COLUMBUS PARK NEIGHBORHOOD WORKSHOP**

### **Issues and Concerns -- Continued**

- Close school playground after dark (0-0-0)
- Not all neighbors involved in watch (0-1-0)
- Need more trees (0-0-0)
- Low percent of owner-occupied homes (3-1-0)
- Need parent-student involvement groups after school (0-2-0)
- Lack of organized activities for teens (0-1-0)
- Not enough basic sex education (0-0-0)
- Need better snow removal (0-0-0)
- Transient tenants (0-1-0)
- Need to remove "devil's elbow" (58th & 14th Ave.) (0-0-0)
- Unfair assessments (0-1-1)
- Itinerant junk collectors in alleys (0-0-0)
- Disregard for older property owners (0-0-0)
- Poor voting record (0-0-0)
- Car repair business in homes and yards (0-1-0)
- Spot zoning (0-0-0)
- Bureaucratic arrogance (0-0-0)
- Bad neighborhood image and reputation (0-1-0)
- Lack of safe pedestrian crosswalks (0-0-1)
- Need for more parks and park facilities (1-0-0)
- Sidewalks in poor condition (0-1-1)
- Streets in poor conditions (0-0-0)
- Animosity between races, ethnic and income groups (1-0-1)
- Welfare fraud/illegal residents (0-1-0)
- Unattractive Columbus Park and Frank School campus (0-0-0)
- Need for police foot-patrol (2-0-0)
- Need trash bins on street corners (0-0-0)
- Better control of traffic on local streets and near schools (0-0-0)
- Stray dogs and cats (0-0-0)
- Need to train parents to be more concerned about children (0-1-0)
- Too many people loitering at Mike's Grocery (0-0-1)
- Poor upkeep of vacant yards (0-1-0)
- Blighted commercial properties (0-0-0)
- Too many cars/not enough parking (0-0-2)
- Too many welfare residents (0-1-0)

## **COLUMBUS PARK NEIGHBORHOOD WORKSHOP**

### ***ISSUES NO ONE ELSE WILL MENTION***

- Spend more money educating tenants on how to take care of properties (1-0-0)
- Welfare rent payments late (0-0-0)
- Need to organize neighborhood on block-by-block basis (0-2-1)
- Homeless (1-0-1)
- Some residents of group homes causing problem (0-0-1)
- Cleanup of railroad property (0-0-0)
- Physical violence (2-0-2)

## APPENDIX D

### WILSON HEIGHTS NEIGHBORHOOD WORKSHOP

#### ASSETS AND ADVANTAGES

The following neighborhood assets and advantages were listed by persons attending the workshop. The number in parentheses indicates the number of persons who mentioned each asset.

- Available areas for economic development (6)
- Housing being rehabbed (5)
- Good shopping available (10)
- Good schools/walking distance (11)
- No bars (3)
- People (4)
- Police protection (4)
- First-rate single-family housing conditions (4)
- Good neighborhood (4)
- Replacing Armory with park (3)
- Good pizza, food (4)
- Good prices on properties (1)
- Well-built residential (2)
- Close to transportation (6)
- Supportive industries (1)
- Affordable housing (4)

#### ISSUES AND CONCERNS

The following neighborhood issues and concerns were listed by persons attending the workshop. The numbers in parentheses indicate the number of persons who identified each issue as being the first-second-third most important issue confronting the neighborhood.

- Street repair (0-1-0)
- Crime (shootings, knifings, etc.) (5-1-0)
- Transient tenants (0-0-0)

## WILSON HEIGHTS NEIGHBORHOOD WORKSHOP

### Issues and Concerns -- Continued

- Drugs (5-1-1)
- Too much rental housing (2-0-0)
- Loud music (0-3-0)
- Junk, garbage in yards (0-0-0)
- Traffic too fast (0-1-0)
- Young kids after curfew (0-0-0)
- Not enough police patrol (2-1-2)
- Rentals too costly for fixed-income (0-1-0)
- Nothing for younger kids/teens to do (1-1-1)
- Unsafe parks (0-1-0)
- Bad, bleak appearance (1-2-1)
- Lack of neighborhood organizations and community centers which gives rise to lack of cohesiveness (1-2-1)
- Lack of parks/neighborhood parks (0-1-0)
- Concentration of low-income housing (1-1-0)
- Police support sporadic (0-0-0)
- Problems not made public (0-0-0)
- Segregating of poor and disadvantaged (0-0-1)
- Gangs (1-1-0)
- More street lighting (0-1-0)
- Need neighborhood watch (0-0-1)
- Lack of support for neighborhood watch (0-0-0)
- Need more U.S. mailboxes (0-0-1)
- Depressed property values caused by overcrowding (0-0-1)
- Poor perception of neighborhood (0-0-2)
- Runaway shopping carts (0-0-0)

### *ISSUES NO ONE ELSE WILL MENTION*

- Overcrowding of schools (0-0-0)
- Encourage new 52nd Street development and new rail line (0-0-0)
- Deal with real causes of problems, not just relocate them (0-0-0)
- Regulate absentee landlords (0-0-0)
- Sensitivity to new development (0-0-0)
- City take more responsibility (0-0-0)
- Sun Plaza turns back on neighborhood (inconvenience, isolation) (0-0-0)
- Open 37th Avenue to 45th Street (0-0-1)
- Problem with City support (0-0-0)
- Young female gang members from Chicago selling drugs (0-0-0)
- Courts too lenient on juveniles (0-0-0)

## APPENDIX E

### INTERVIEWEES: NEIGHBORHOOD PLANNING PROJECT

Don Aselson, Realtor/Landlord  
Douglas Baker, Library Director - City of Kenosha  
John Bechler, Executive Director - Kenosha Area Development Corp., Inc.  
Robert Becker, Becker Flooring, Awning and Shade Co.  
Floyd Bethke, Assistant City Engineer - City of Kenosha  
Brenda Carey-Mielke, Kenosha In Neighborhoods  
Lou Cairo, County Board Supervisor  
Robert Carney, Assistant Chief of Police - City of Kenosha  
Oliver Christianson, Christianson Heating & Sheet Metal  
Pam Colvin, RE/MAX - Kenosha Inc.  
Howard Cooley, President - Jockey International Inc.  
Lillie Daniel, Property Owner  
Arnie Detloff, Engineering Aide - City of Kenosha  
N. Clark Earl, Former Director - Kenosha County Social Services  
Harvey Elmer, Director of Public Works - City of Kenosha  
Ray Forgianni, Director of City Development - City of Kenosha  
Jerry Franke, Vice President - Wispark  
Joe Graheck, Electra Neon Sign Co.  
Bob Hampshire, Harbert Auto Parts  
David Hinds, UW Extension - Kenosha County  
Jack Hockema, Outokumkpu Copper  
Claudia Hoff, Lakeshore Business Improvement District  
Larry Kilduff & Jim Celano, Meridian Properties  
Peter Leederer, Koos, Inc.  
Nick Lichter, Jupiter Transportation, Inc.  
Pastor Loescher, Friedens Lutheran Church  
Roland Macarra, Mac's Deli  
Ernest Mankowski, Mann-Bilt Homes  
Dale Metcoff, William Sprinkman  
Lewis Michlen, Director - Chamber of Commerce  
Robert Muth, Vice-President - Advantage Bank  
Mark McCarthy, Executive Director - Kenosha Housing Authority  
Ann McDonough, Uptown Business Improvement District  
O. Fred Nelson, General Manager - Kenosha Water Utility  
Robert Nelson, Bane Nelson Inc.  
John Nowell, Executive Director - Neighborhood Housing Servies of Kenosha, Inc.  
Amy Otto, Horizon Property Management Inc.  
Richard Payette 7 Jack Lane, Linear Rubber Products  
Rita Petretti, Petretti Realty  
Paul pulera, Former Director - Parks Department  
Wes Ricchio, 52nd Street Business Association  
Irene Santos, Kenosha Spanish Center  
Steve St. Peter, H.S.S. Development Inc.  
Doug Stanich, RE/MAX - Kenosha, Inc.  
Ron Stevens, Executive Director - Christian Youth Council  
Sandra Stout, Bear Property Management  
Ralph Tenuta, Tenuta's Deli  
Richard Thomas, Fire Chief - City of Kenosha  
Dennis Trouha, President - Jupiter Transportation Inc.  
Robert Zeuhlsdorf, Director of Facilities - Kenosha Unified School District

## APPENDIX F: RESIDENT AND BUSINESS DISTRICT SURVEYS

Following is a summary of the responses from the **Resident and Business District Surveys** distributed in each of the three target neighborhoods. The completed surveys and tabulations are on file in the office of the Department of Housing and Neighborhood Development, City of Kenosha.

### Wilson Heights

Two hundred (200) surveys were sent to households; 49 were returned, for a response rate of 25 percent.

#### A. Housing

1. Home Ownership: Over one-half of respondents (29 or 59 percent) own their homes.
2. Type of Housing: Single family homes are predominant, followed by apartments and duplexes. The distribution for those who responded are 59 percent single family, 23 percent apartments, and 16 percent duplexes or two flats.
3. Satisfaction with present home: 96 percent are satisfied or very satisfied with their present home.
4. New housing desired in neighborhood: Sixty-three percent or 31 persons favor single family homes; the second highest choice (27 percent) is for no new housing; 18 percent or nine persons would like apartments.
5. Rating for existing housing: 87 percent say it is good or adequate.
6. Monthly payment: Only a limited number responded to this question. Regarding rent, the majority (18 of 23) have monthly payments over \$300. For a mortgage payment, most (12 of 20) have payments over \$400.

#### B. Community Living

7. Two best aspects of daily life: The best parts of daily life are access to shopping (41 percent) and affordable housing (20 percent).
8. Two disadvantages of neighborhood: The major disadvantages are crime (35 percent) and nothing (19 percent), followed by poor housing conditions (14 percent).
9. Satisfaction with quality of life: Forty-five percent are very satisfied or satisfied while 18 percent are dissatisfied or very dissatisfied.

10. Major change in neighborhood in past five years: Housing related issues dominate, including poor maintenance, housing deterioration and undesirable tenants, However, some commented on improved maintenance and the evidence of increased owner occupancy and better tenant management. Other comments include crime, changing ethnic composition, transiency, and high taxes.
11. Recommended neighborhood improvement: Better maintenance of apartments, streets, trees, and grass, followed by more police protection and less crime and gangs.
12. One quality of neighborhood that should be preserved: The friendliness and respect of neighbors and residents.

C. Community Facilities and Services

13. Adequacy of services, programs and facilities in neighborhood: Residents think most services, programs and facilities are adequate and rank some as excellent. These include street lights, sidewalks, curbs and gutters, tree maintenance, fire protection, animal control, water service, schools, public transportation and parking.

The categories in which some of the respondents feel improvements are needed include speed control, street maintenance, police protection, traffic control, snow removal, parkland, and neighborhood meetings.

Many residents do not seem to know whether some community services and facilities exist, such as day care centers, after school programs, adult care programs, adult education programs and community meetings. If they are available, additional marketing and advertising needs to be undertaken.

D. Economic Conditions

14. Percent of family purchases made in neighborhood: This is nearly evenly divided between 1/3 buying less than 25 percent, 1/3 between 26 percent and 50 percent, and 1/3 buying more than 50 percent.
15. Where obtain goods and services: Residents generally shop for basic retail goods, such as groceries, clothing, medicine, hardware supplies, alcoholic beverages and gasoline in the neighborhood. Other shopping goods are generally purchased elsewhere in Kenosha.

The services residents generally use in the neighborhood are the laundry and dry cleaners. All other services are most frequently obtained elsewhere in Kenosha. As for dining, residents eat nearly as frequently in the neighborhood as they do elsewhere in Kenosha or outside Kenosha.

16. Three retail shops or services needed in the neighborhood: The three most frequent responses are recreation facilities, grocery store, and entertainment facilities. Other responses mentioned more than once include clothing stores, gas station, pharmacy, medical/ dental services, small appliance store, legal services, furniture store, restaurant, theater, bank, dry cleaner, and auto parts store.

17. Three uses would like to have in the neighborhood: 29 percent say single family residences; 18 percent say senior citizen housing and 18 percent say professional/technical offices.
18. How to develop the neighborhood in the future: 69 percent or 29 would like to see improved community services and facilities.

**E. You and Your Household**

19. Length of residence in neighborhood: Both new and long time residents live in the neighborhood. 49 percent say less than 5 years while 33 percent say more than 15 years.
20. Expectation of moving: 66 percent or 31 say they do not plan to move.
21. Sex of respondent: 65 percent female
22. Ethnic background of respondent: 72 percent (33 persons) are Caucasian; 9 persons are Black and 2 are Hispanic.
23. Age of respondent and spouse: Over 1/2 the respondents are between 25 and 44 years while more than 1/2 of spouses are between 35 and 54.

**Washington Park**

Two hundred surveys were sent; 69 surveys were returned for a response rate of 35 percent.

**A. Housing**

1. Home Ownership: Over three-fourths of respondents (54 or 78 percent) own their homes.
2. Type of Housing: Single family homes are predominant, followed by duplexes and two flats. The distribution for those who responded is 64 percent single family and 34 percent duplexes or two flats.
3. Satisfaction with present home: 93 percent are satisfied or very satisfied with their present home.
4. New housing desired in neighborhood: 51 percent or 36 persons favor single family homes; the second highest choice (43 percent) is for no new housing.
5. Rating for existing housing: 82 percent say it is good or adequate.
6. Monthly payment: Only a limited number responded to this question. Regarding rent, the majority (12 of 16) have monthly payments over \$300. For a mortgage payment, most (12 of 25) have payments over \$400.

**B. Community Living**

7. Two best aspects of daily life: The best parts of daily life are schools (28 percent) and churches (21 percent).
8. Two disadvantages of neighborhood: The major disadvantages are crime (27 percent) and housing conditions (20 percent).
9. Satisfaction with quality of life: 57 percent are very satisfied or satisfied while 11 percent are dissatisfied or very dissatisfied.
10. Major change in neighborhood in past five years: Crime related issues dominate, followed by housing issues, such as absentee ownership, decline in owner occupancy, housing deterioration and undesirable low income tenants. However, some commented on improved home maintenance and younger families moving to the neighborhood. Other comments include changing ethnic composition, transiency, and more traffic.
11. Recommended neighborhood improvement: Better maintenance of single family and renter occupied housing, followed by less crime, more police and better street lighting and traffic control. Several respondents suggested improvements related to the alleys, such as cleaning, paving and removing them as well as better garbage collection practices.
12. One quality of neighborhood that should be preserved: The quiet, peaceful, private neighborhood environment. A number of persons also listed the condition of much of the housing stock, degree of owner occupancy, neighborhood stability, and family orientation.

### C. Community Facilities and Services

13. Adequacy of services, programs and facilities in neighborhood: Residents think most services, programs and facilities are adequate. These include street maintenance, sidewalks, park land, tree maintenance, fire protection, utility service, health care, daycare, recreational facilities, schools, and public transportation.

The categories in which respondents most strongly feel improvements are needed are speed control and animal control. Other categories where some believe improvements are needed include street maintenance, sidewalks, street lights, curbs and gutters, police protection, traffic control, animal control, snow removal, parking and community meetings.

There is an apparent lack of certain facilities and services. These include those with a recreation and entertainment orientation, day care, after school and adult care/education programs, as well as community meetings and meeting space.

Many residents do not seem to know whether some community services and facilities exist, such as health care, day care centers, after school programs, adult care programs, adult education programs and community meetings. If they are available, additional marketing and advertising needs to be undertaken.

D. Economic Conditions

14. Percent of family purchases made in neighborhood: nearly 3/4 buy less than 25 percent, 16 percent buy between 26 percent and 50 percent, and 10 percent buying more than 50 percent. These responses indicate the lack of retail stores and service establishments in this neighborhood.
15. Where obtain goods and services: Residents generally choose to make all their retail purchases in adjacent neighborhoods and elsewhere in Kenosha. The only retail categories which showed some repeated neighborhood shopping are groceries, medicine, alcoholic beverages, and gasoline.  
  
The residents also satisfy most of their service demands elsewhere in Kenosha. There are some personal services that residents use in the neighborhood. These include the laundry, barber shop, beauty shop, dry cleaners and auto repair.
16. Three retail shops or services needed in the neighborhood: The three most frequent responses are grocery stores, gas station, and entertainment facilities. Other responses mentioned more than once include auto repair, hardware store, recreation facilities, clothing stores, pharmacy, restaurants, laundry, banking facilities, legal and medical/dental services and home maintenance/ repair.
17. Three uses would like to have in the neighborhood: 31 percent say single family residences; 19 percent say senior citizen housing and 17 percent say nothing.
18. How to develop the neighborhood in the future: 71 percent or 39 persons would like to see improved community services and facilities.

E. You and Your Household

19. Length of residence in neighborhood: Both new and long time residents live in the neighborhood. 35 percent say less than 5 years while 46 percent say more than 15 years.
20. Expectation of moving: 70 percent or 46 persons say they do not plan to move.
21. Sex of respondent: 54 percent female
22. Ethnic background of respondent: 91 percent (61 persons) are Caucasian; 3 persons are Black and 2 are Hispanic.
23. Age of respondent and spouse: The answers to this question illustrate both young families and elderly persons live in the neighborhood. The largest single age range identified are the 18 respondents over 65 years. The second largest age range category for respondents is 25 to 34 years. Most spouses are also between 25 and 34 years.

## Columbus Park

Two hundred surveys were sent to households; 43 surveys were returned for a response rate of 22 percent, the lowest rate among the neighborhoods.

### A. Housing

1. Home Ownership: Over one-half of respondents (23 persons or 53 percent) own their homes.
2. Type of Housing: Multi family homes, *i.e.*, duplexes or two flats and apartments, are dominant, followed by single family homes. The distribution for those who responded is 42 percent duplexes or two flats, 28 percent apartments, and 21 percent single family homes. This is counter to the trends noted in the Wilson Heights and Washington Park neighborhoods.
3. Satisfaction with present home: 67 percent are satisfied or very satisfied with their present home. This is the lowest percentage of all the neighborhoods.
4. New housing desired in neighborhood: 33 percent or 21 persons favor single family homes; the second highest choice (23 percent) is for low income housing.
5. Rating for existing housing: 55 percent say it is good or adequate, the lowest rate recorded for the neighborhoods.
6. Monthly payment: Only a limited number responded to this question. Regarding rent, the majority (20 of 21) have monthly payments over \$250. For a mortgage payment, most (10 of 15) have payments over \$300. Five have payments under \$300, possibly indicating the affordability of homes in this neighborhood. In summary, rent and mortgage payments are the lowest in this neighborhood.

### B. Community Living

7. Two best aspects of daily life: The best parts of daily life are schools (27 percent) and churches (23 percent).
8. Two disadvantages of neighborhood: The major disadvantages are crime (32 percent) and housing conditions (28 percent).
9. Satisfaction with quality of life: 27 percent are very satisfied or satisfied while 43 percent are dissatisfied or very dissatisfied. This is the only neighborhood where dissatisfaction outranked satisfaction.
10. Major change in neighborhood in past five years: Crime related issues dominate, followed by gangs. Other comments include low income and unknown homeowners and renters as well as deteriorating property. However, some commented on improved home maintenance and renovation and KIN.
11. Recommended neighborhood improvement: More police patrols and squad cars, followed by improved maintenance and upgrading of housing, increased home owner occupancy, doing something about uncaring landlords, better speed control, policy to tear down deteriorating buildings, park space, and closing bars.

12. One quality of neighborhood that should be preserved: Good neighbors. Some persons also listed the old housing stock, school, cultural diversity, and quiet environment.

C. Community Facilities and Services

13. Adequacy of services, programs and facilities in neighborhood: Residents think many services, programs and facilities are adequate or in need of improvement. Those that are generally judged adequate include fire protection, utility service, snow removal, health care, schools, library services, and public transportation.

Those that residents show mixed feelings about adequacy or in need of improvement are street maintenance, sidewalks, street lights, curbs and gutters, drainage, tree maintenance, police protection, traffic control, recreation and entertainment facilities and programs, community meetings and parking.

The categories in which respondents most strongly feel improvements are needed are speed control and animal control.

Many residents do not seem to know whether some community services and facilities exist, such as recreation programs, day care centers, after school programs, adult care programs, adult education programs and community meetings. If they are available, additional marketing and advertising needs to be undertaken.

D. Economic Conditions

14. Percent of family purchases made in neighborhood: Over 3/4 buy less than 25 percent in the neighborhood. These responses indicate the lack of retail stores and service establishments in this neighborhood.

15. Where obtain goods and services: Residents generally choose to make all their retail purchases in adjacent neighborhoods or elsewhere in Kenosha. The only retail categories where neighborhood stores are the second choice are alcoholic beverages and hardware.

The residents satisfy most of their service demands elsewhere in Kenosha. However, residents second choice for satisfying their personal and professional service needs is Columbus Park. This is especially true for the laundry, dry cleaning, beauty shop, banking, restaurants, home maintenance, auto repair, and entertainment.

16. Three retail shops or services needed in the neighborhood: The three most frequent responses are grocery stores, pharmacy and entertainment/recreation facilities. Other responses mentioned more than once include hardware store, laundry, clothing store, restaurants, legal and medical/dental services, auto repair, banking facilities, beauty shop, gas station and home maintenance/ repair.

17. Three uses would like to have in the neighborhood: 25 percent say single family residences; 19 percent say senior citizen housing and 15 percent say professional/ technical offices.

18. How to develop the neighborhood in the future: 66 percent or 25 persons would like to see improved community services and facilities.

**E. You and Your Household**

19. Length of residence in neighborhood: Both new and long time residents live in the neighborhood. 37 percent say less than 5 years while 33 percent say more than 15 years.
20. Expectation of moving: 69 percent or 29 persons say they do not plan to move.
21. Sex of respondent: 81 percent female
22. Ethnic background of respondent: 88 percent (37 persons) are Caucasian; 3 persons are Black and 2 are Hispanic.
23. Age of respondent and spouse: The answers to this question illustrate both young families and elderly persons live in the neighborhood. The largest single age range identified is the 15 respondents over 65 years. The ages of respondents and spouses for the ranges between 25 and 65 years are fairly evenly distributed.

## BUSINESS DISTRICT SURVEYS

### Wilson Heights

Sixty surveys were mailed to businesses; 20 were returned for a response rate of 33 percent.

1. Composition of neighborhood businesses: 18 responded to this question; of those, consumer-oriented services dominated (8 establishments), followed by retail stores (4), grocery/beverage stores (3), and professional service establishments (3). Other uses include trucking, general contractor, and precast concrete products.
2. Rent or ownership: 11 of 20 (55 percent) own their locations.
3. Monthly rent level: Of the six who responded, rent levels ranged from \$450 to \$1,600 per month.
4. Floor area owned or leased: 17 establishments own or lease a total of 130,520 square feet of retail and office/storage space. Of this, 6 retailers occupy 8,011 square feet, or 6 percent, of the space.
5. Longevity at present location: Responses indicate there is stability in the neighborhood. Of the 20 of answered, 25 percent have been in business less than 5 years, 25 percent from 5 to 9 years, 20 percent from 10 to 15 years, and 30 percent over 15 years.
6. Percentage of sales to neighborhood customers: 65 percent sell less than 25 percent to neighborhood residents. This could reflect the contractor, manufacturing, trucking, and service establishments which responded to the survey.
7. Change in clientele in past five years: Of the 16 who responded, 10 or 63 percent believe there has been a change. The three major reasons for this are customers with different spending patterns, different racial composition, and more customers from outside the neighborhood.
8. Business climate in past five years: 15 responded; of those, 8 or 40 percent say business has improved, 7 or 35 percent say it has declined, and 5 or 25 percent say it has remained the same.
9. Desire to relocate: Responses are evenly divided between those who would and would not move. Of the 20 responses, 8 or 40 percent would move and 8 or 40 percent would not move.  
  
The three major reasons for relocation include dislike of present location, possibility that business might be better elsewhere, and poor visibility and access.  
  
Possible areas to which to move include Uptown, Midtown, 52nd Street closer to K-Mart, Highway 31 and 52nd Street, and south and west in other parts of Kenosha County.
10. Rating of Business District: The majority of respondents rank the neighborhood business district good or fair in many of the categories. These include quality of

eating places; friendliness of sales people; cooperation among merchants and business owners; number of special promotions; and variety, cost and quality of goods sold.

Categories receiving good ratings most of the time are number of convenient parking spaces, convenience of shopping hours and public transportation.

The quality receiving a poor ranking by most of the respondents is safety during the evening. However, attractiveness and cleanliness of streets and sidewalks received nearly equal number of votes in the fair and poor columns.

11. Are store improvements needed to attract customers: Of the 19 responses, 11 or 58 percent do not think improvements are necessary.
12. What kind of store improvements are needed: Most would like to see their business remodeled, followed by new signs, expansion, exterior and interior paint, and new facade or store front.
13. Biggest competition: The major competitors are the outlet centers on I-94 and the business areas on 80th Street at its intersections with 39th Avenue and Sheridan Road.
14. Employment: Total employment is 371; of this, 180 or 49 percent are employed full time.
15. Employee parking: For the 19 who responded, 74 percent (14 employees) park in a private lot; the remainder park in a public lot.
16. Need for more parking spaces: 85 percent (17) do not need additional spaces
17. How to limit employee parking and provide additional customer parking: The preferred choice is to enforce a one or two hour on-street parking limit.
18. Desired changes in neighborhood business areas: Responses are nearly evenly divided between those who would and would not like to see additional restaurants, office buildings, and residential buildings. The majority of residents would not like to have more stores, entertainment facilities or parking. Specific recommendations are specialty restaurants, theater, and single family housing.
19. Physical improvements in location in past five years: Improvements made most frequently are new equipment, remodeling, interior paint and new sign. Approximate cost for improvements to 11 properties is \$452,000.
20. Physical improvements planned for location in next five years: Those most frequently mentioned are remodeling, exterior and interior paint, and new equipment. Approximate cost for improvements to 7 properties could be \$504,500.

#### **Washington Park**

Forty-seven surveys were mailed to businesses; 17 were returned for a response rate of 36 percent.

1. Composition of neighborhood businesses: 17 responded to this question; of those, manufacturing and construction-related businesses dominated (9), followed by retail

stores (3), grocery/beverage stores (3), restaurant/tavern (1) and service (day care center).

2. Rent or ownership: 14 of 16 (88 percent) own their locations.
3. Monthly rent level: Of the seven who responded, rent levels range from \$250 to \$2,000 per month.
4. Floor area owned or leased: 15 establishments own or lease a total of 60,148 square feet of retail, office/storage and manufacturing/construction-related space. Of this, 7 retail stores occupy 11,720 square feet, or 19 percent, of the space. Note: 1 user occupies 22,000 square feet.
5. Longevity at present location: Responses indicate there is stability in the neighborhood. Of the 16 who answered, 31 percent have been in business less than 5 years, 25 percent from 5 to 9 years, and 31 percent over 15 years.
6. Percentage of sales to neighborhood customers: 56 percent sell less than 25 percent to neighborhood residents. This could reflect the contractor, manufacturing, trucking, and service establishments which responded to the survey.
7. Change in clientele in past five years: Of the 14 who responded, 9 or 64 percent believe there has been a change. The three major reasons for this are more customers from outside the neighborhood, customers with different spending patterns, and different racial composition.
8. Business climate in past five years: 14 responded; of those, 10 or 71 percent say business has improved and 3 or 21 percent say it has remained the same; only 1 reports business has declined.
9. Desire to relocate: Responses are evenly divided between those who would and would not move. Of the 17 responses, 8 or 47 percent would move and 8 or 47 percent would not move.

The three major reasons for relocation include not enough parking, crime, and poor visibility.

Possible areas to which to move include industrial parks, 52nd Street closer to K-Mart, and Highway 31. These choices probably reflect the manufacturing and construction-related users responding to the survey.

10. Rating of Business District: Many of the respondents rank the neighborhood business district as good and/or fair in several categories. These include cleanliness of streets and sidewalks; convenience of shopping hours; friendliness of sales people; cooperation among merchants; cost and quality of goods sold and public transportation.

The characteristics receiving a fair or poor ranking are attractiveness; number of convenient parking places; safety during the evening; number of special promotions; and variety of goods sold. Quality of eating places received an equal number of votes in the good, fair and poor columns.

Note: convenience of shopping hours; number of special promotions; and variety, cost and quality of goods sold also received a number of "don't know" ratings. This could reflect either the lack of or non-use of retail establishments in the neighborhood.

11. Are store improvements needed to attract customers: Of the 14 responses, 9 or 64 percent do not think improvements are necessary.
12. What kinds of improvements are needed to your business: Most would like to expand, remodel, or have new equipment, signs and store fronts or facades.
13. Biggest competition: The major competition are businesses located elsewhere in Kenosha or out of town.
14. Employment: Total employment is 170; of this, 97 or 57 percent are employed full time.
15. Employee parking: For the 17 who responded, 47 percent (8 employees) park in a private lot and an equal number park in public lots.
16. Need for more parking spaces: 75 percent (12) do not need additional spaces.
17. How to limit employee parking and provide additional customer parking: The preferred choices are to enforce a one or two hour on-street parking limit or construct new parking lots.
18. Desired changes in neighborhood business areas: Responses are nearly evenly divided between those who would and would not like to see additional/ different stores, restaurants, entertainment facilities and events, and residential buildings. Specific recommendations are hardware, clothing and department stores, fast food restaurants, and a theater. A majority indicate preferences for additional professional office buildings or more public parking lots.
19. Physical improvements in location in past five years: Improvements made most frequently are interior and exterior paint, new equipment, and new air conditioning. Approximate cost for improvements to 12 properties is \$320,000.
20. Physical improvements planned for location in next five years: Those most frequently mentioned are new equipment, new facade or storefront, exterior and interior paint, remodeling, and new sign. Approximate cost for improvements to 8 properties could be \$127,200.

### **Columbus Park**

Eighty surveys were mailed to businesses; 26 were returned for a response rate of 33 percent.

1. Composition of neighborhood businesses: 26 responded to this question; of those, consumer-oriented services dominated (9 establishments), followed by retail stores (7), and professional service establishments (4). Other uses include food/grocery and wholesale trade.
2. Rent or ownership: Divided evenly between those who rent and own.

3. **Monthly rent level:** Of the 10 who responded, rent levels ranged from \$275 to \$2,000 per month.
4. **Floor area owned or leased:** 23 establishments own or lease a total of 88,660 square feet of retail, and office/storage, warehouse, and other types of space. Of this, 14 retail stores occupy 41,578 square feet, or 47 percent, of the space.
5. **Longevity at present location:** Responses indicate there is both old and new businesses in the neighborhood. Of the 26 who answered, 31 percent have been in business less than 5 years while 50 percent have been in business over 15 years.
6. **Percentage of sales to neighborhood customers:** 92 percent sell less than 25 percent to neighborhood residents. This could reflect the warehousing and consumer service oriented businesses responding to the survey.
7. **Change in clientele in past five years:** Of the 25 who responded, 13 or 52 percent believe there has been a change. The three major reasons for this are customers with different spending patterns, different racial composition, and more customers from outside the neighborhood.
8. **Business climate in past five years:** 25 responded; of those, 13 or 32 percent say business has improved, 7 or 28 percent say it has declined, and 5 or 20 percent say it has remained the same.
9. **Desire to relocate:** Responses are evenly divided between those who would and would not move. Of the 26 responses, 10 or 38 percent would move and 11 or 42 percent would not move.

The three major reasons for relocation include possibility that business might be better elsewhere, desire to be in a newer store or shopping center, and do not like present location.

Possible areas to which to move include outside Kenosha, 80th Street & 39th Avenue, Pershing Plaza, an industrial park, and Racine.

10. **Rating of Business District:** Some respondents rank the neighborhood business district good or fair in several of the categories. These include number of convenient parking places; convenient shopping hours; friendliness of sales people; cooperation among merchants and business persons; quality of goods sold; and public transportation.

The characteristics receiving a fair or poor ranking are attractiveness; cleanliness of streets and sidewalks; safety during the evening; number of special promotions; and variety of goods sold. Quality of eating places received an equal number of votes in the good and poor columns.

11. **Are improvements needed to attract customers:** Of the 23 responses, 12 or 52 percent do not think improvements are necessary.
12. **What improvements are needed to your business:** Most would like to see their business have new facades or storefronts, followed by new signs and remodeling.

13. **Biggest competition:** The major competitors are locations elsewhere in Kenosha and the outlet centers on I-94, and Town'n Country Shopping Center.
14. **Employment:** Total employment is 276; of this, 178 or 65 percent are employed full time.
15. **Employee parking:** For the 26 who responded, 56 percent (15 employees) park in a private lot; 9 employees park in a public lot.
16. **Need for more parking spaces:** 54 percent (13) do not need additional spaces
17. **How to limit employee parking and provide additional customer parking:** The preferred choices are to enforce a one or two hour on-street parking limit and to use existing underutilized lots one block away for employees.
18. **Desired changes in neighborhood business areas:** Residents would like to have different types of stores, office buildings and more parking in the neighborhood. Specific recommendations are grocery, sporting goods, discount store, high quality store, hardware, art supply store and professional office building. Responses are nearly evenly divided between those who would and would not like to see additional restaurants, entertainment facilities and events, and residential buildings. Specific housing recommendations relate to elderly residences.
19. **Physical improvements in location in past five years:** Improvements made most frequently are exterior and interior paint, new equipment, new sign, new heating and air conditioning and remodeling. Approximate cost for improvements to 14 properties is \$967,500, the highest of all the neighborhoods.
20. **Physical improvements planned for location in next five years:** Those most frequently mentioned are exterior and interior paint, structural repairs, remodeling, and new facade and storefront. Approximate cost for improvements to 7 properties could be \$161,000.

## APPENDIX G

### DEMOGRAPHICS AND SOCIOECONOMIC TRENDS

#### Target Neighborhoods

The following describes the demographic and socioeconomic trends in the Washington Park, Columbus Park and Wilson Heights neighborhoods in 1980 and 1990. Tables one through seven supply statistical information for the three neighborhoods.

#### *Columbus Park Neighborhood*

- **Population.** In 1990, 5,330 residents lived in the Columbus Park neighborhood. This was a gain of more than 13.5 percent over 1980 when 4,690 lived in the neighborhood. This was the largest population increase experienced in the three neighborhoods.
- **Households.** The number of households totaled 1,960 in 1990, a gain of 140 households and over 7.5 percent from 1980. The population per household in 1990 was 2.78. This was significantly higher than the population per household figures of 2.61 in Kenosha and 2.67 in Kenosha County, and is reflective of the larger and, perhaps, extended families living together in Columbus Park. Nearly 50 percent of households were married couples; 40 percent were headed by a female.
- **Age.** Counter to age trends in Kenosha, the County and the other neighborhoods, residents in Columbus Park have been getting younger. In 1980 and 1990, median age was 27.6 years and 26.7 years, respectively. The percentage share of school aged children rose from 28 percent to 34 percent, those between 25 and 44 years increased from 25 percent to 31 percent, and the share of elderly (over 65 years) fell from 13 percent to 11 percent.
- **Race/Ethnicity.** Between 1980 and 1990, Columbus Park saw its racial composition become more diverse. Specifically, the white population declined while the black, other races, and Hispanic populations increased their shares of residents. The racial/ethnic distribution in 1990 was 71 percent white, 15 percent black, 14 percent other races, such as Oriental, Indian or Asian, and 21 percent Hispanic.
- **Household Income.** Of the Columbus Park, Washington Park, and Wilson Heights neighborhoods, estimates for median household income were the lowest in Columbus Park. Median household income is estimated at \$21,926 in 1990. Nearly 37 percent of households had incomes below \$15,000.

- **Employment.** In 1980, twenty-eight (28) percent were employed in white collar occupations which consist of manager and technical, sales and clerical workers. Blue collar occupations of service, craft and operator totaled 72 percent of all employment types, the highest share of all the neighborhoods. Over 41 percent were employed as operators. Census figures for employment by occupation in 1980 are not yet available.

#### *Washington Park Neighborhood*

- **Population.** In 1990, 4,590 residents lived in the Washington Park neighborhood. This was an increase of two percent, or 90 residents, over 1980 when 4,500 lived in the Washington Park area.
- **Households.** The number of households totaled 1,716, a decline of three percent and 54 households. The population per household was 2.70, the lowest of the three neighborhoods. Over 62 percent of families were married couples (the highest of the three neighborhoods), and 29 percent were headed by a female (the lowest for the three neighborhoods).
- **Age.** Like in Kenosha and Kenosha County, Washington Park residents are becoming "older". Between 1980 and 1990, median age rose from 27.3 to 28.1 years. This was the highest median age recorded for the three neighborhoods. In Washington Park, those between the ages of 25 and 44 years increased from 26 percent to 32 percent of neighborhood residents.
- **Race/Ethnicity.** In both 1980 and 1990, Washington Park was the least racially and ethnically diverse of the three neighborhoods. In both years, this area had the highest percentage share of white residents and the lowest total share of persons of all other races. In 1990, the racial composition was 81 percent white, 12 percent black, and seven percent persons of other races. Twelve (12) percent of neighborhood residents were Hispanic.
- **Household Income.** In 1990, the median household income level was estimated at \$25,160, nearly midway between the income levels of households in Columbus Park and Wilson Heights. Nearly 30 percent of households had estimated annual incomes less than \$15,000 while four percent had incomes over \$75,000.
- **Employment.** In 1980, thirty-five (35) percent were employed in white collar occupations which consist of manager and technical, sales and clerical workers. Blue collar occupations of service, craft and operator totaled 65 percent.

#### *Wilson Heights Neighborhood*

- **Population.** Wilson Heights residents totaled 4,760 in 1990. This was a decline of 2.5 percent, or 120 persons, from 1980. This was the only neighborhood of the three under study to experience a decrease in population during the 1980s.
- **Households.** There were approximately 1,650 households in 1990, which when rounded, was equal to the number in 1980. The population per household was 2.93, higher than in the Columbus and Washington Park neighborhoods, Kenosha, and Kenosha County. Nearly 54 percent of households were married couples; 41 percent had a female head of the household.
- **Age.** Residents in Wilson Heights have been the "youngest" of the three neighborhoods. In 1990, the median age was only 25.7 years, compared to 28.1 years in Washington Park, 26.7

years in Columbus Park, and 31.8 years in Kenosha. Between 1980 and 1990, the share of school-aged children in the neighborhood increased from 35 percent to 37 percent while the elderly population declined from eight to six percent.

- **Race/Ethnicity.** In both 1980 and 1990, racial composition was more diverse in Wilson Heights than in the Columbus and Washington Park neighborhoods. In 1980, 75 percent of neighborhood residents were white and nearly 21 percent black. Approximately eight percent were of Hispanic origin. The 1990 racial/ethnic distribution shifted to 63 percent white, 33 percent black and nine percent Hispanic.
- **Household Income.** According to estimates provided by Donnelley Marketing & Information Services the median household income in Wilson Heights was \$29,362 in 1990, higher than in the other subject neighborhoods but lower than the estimated \$31,197 for the City. Nearly 20 percent of neighborhood households in 1990 had incomes less than \$15,000; 42 percent had incomes between \$25,000 and \$50,000, while four percent had incomes over \$75,000.
- **Employment.** In 1980, thirty-one (31) percent were employed in white collar occupations which consist of manager and technical, sales and clerical workers. Blue collar occupations of service, craft and operator totaled 69 percent. Over 40 percent of all residents were employed as operators.