

CHAPTER 2

ISSUES AND OPPORTUNITIES ELEMENT

The Issues and Opportunities Element of this *Plan* provides an overview of the important demographic trends and background information necessary to create a complete understanding of the Village of Pleasant Prairie. Wisconsin’s Comprehensive Planning Law, which is contained in Section 66.1001 of the Wisconsin Statutes, requires this element to include a statement of overall goals, objectives and recommendations for a 20-year planning period, as well as household and employment forecasts that are used to guide the development of this plan, and demographic trends, age distribution, education levels, income levels and employment characteristics that exist within the governmental unit.

VISION STATEMENT

This Plan promotes the Village of Pleasant Prairie as a "Great Place to Live, Work and Play" by promoting a high quality of life for the community. Protecting the Village's natural and cultural resources while providing quality and affordable housing and opportunities for employment, commercial services, education, recreational activities and other community services will ensure that the Village of Pleasant Prairie will continue to be a well planned, balanced community now and into the future.

PLEASANT PRAIRIE GOALS

The following goals provide the basis and rationale to achieve Pleasant Prairie’s vision. The essential goals are described below and represent the backbone of this Comprehensive Planning effort. These goals are expanded to included objectives and recommendations in each of their respective Chapters.

Housing:

Provide a diverse housing supply that meets the Village's future population needs. This includes homes for new residents without prejudice as well as for long time residents whose housing requirements might have changed because of age, household growth or decline, income or disability.

Transportation:

Provide an accessible interconnected network of highways, streets, and bicycle and pedestrian trails within the Village in order to present a safe, affordable, and efficient transportation system that meets the needs of multiple users; and to assure the functionality of the transportation network within Pleasant Prairie and the surrounding region while minimizing the impacts upon the transportation system.



Village Green Heights Addition #1 mass grading



I-94 at Wisconsin Illinois stateline

Utilities and Community Facilities

Provide efficient and cost effective services, utilities, and community facilities necessary to improve the quality of life of Pleasant Prairie’s residents, businesses and property owners, and guests while maintaining or improving the level and quality of services and maintaining the Village’s image and character. Supply and coordinate the location of public utilities and facilities consistent with Pleasant Prairie’s projected growth, resident expectations, and development patterns presented in this Plan.



Village water tower

Agricultural, Natural and Cultural Resources

Protect the many natural, historical, archeological and cultural resources in the Village that contribute to the Village’s history and its quality of life. Promote a healthy environment, including land and water that promotes the health, safety, and welfare of Village residents. Preserve and enhance Village’s natural resources, parks and open space sites. Provide a comprehensive system of parks and open spaces to enhance the quality of the environment and life and to allow residents with adequate opportunities to participate in resource and non-resource-oriented outdoor recreation activities.



95th Street and Old Green Bay Road

Economic Development

Diversify the property tax base to relieve residential property tax burdens, and to provide more local shopping and employment opportunities; establish a memorable community image that builds on the Village’s natural amenities; improve the overall “climate” for economic development through public outreach, business development programming; and protect and improve the quality of life by balancing sound fiscal and environmental management.



Uline Corporate Office under construction

Intergovernmental Cooperation

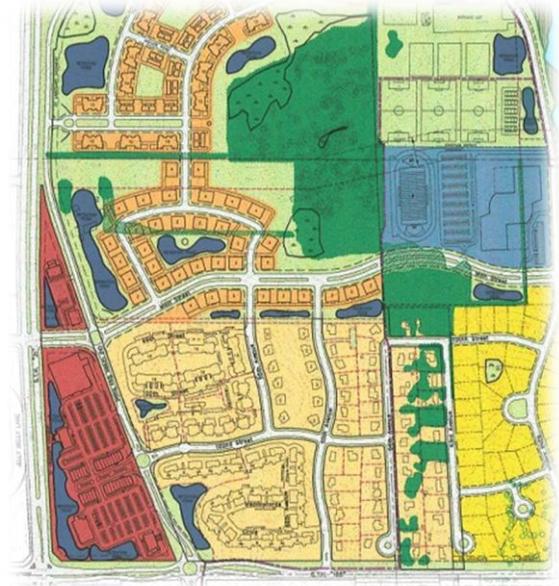
To support further evaluation of consolidating and coordinating services only where the consolidation makes economic sense, while not reducing the level or quality of services currently provided to residents of the Village. The Village shall have the ability to decide what level of services they are willing to fund and who is best suited to provide those services. Language that identifies consolidation as a goal should only be considered if desired and requested by the Village and if the consolidated service is cost effective, that the level and quality of services is not reduced, and the consolidated services do not negatively impact the Village’s image or character.



Village Information Meeting related to the Kenosha County Multi-Jurisdictional Plan

Land Use

The Land Use goal is a synthesis of goals from the previous elements in this Plan. Each element plays an important role in assuring a balanced community and each element directly influences the future desires of land use in this Plan. Pleasant Prairie intends to maintain a Land Use Plan and Map that reflects current community values and establishes the Village as a vibrant community, destination, and regional focal point while providing efficient and effective government services. Further, Pleasant Prairie intends to promote economic growth and development of the community in a way that allows for change while preserving the overall community beauty and character while providing a "Great Place to Live, Work and Play".



Portion of Highpoint Neighborhood Plan

Implementation

While planning provides many important public benefits, it is important to recognize that this adopted Comprehensive Plan is not an "end result," but rather a means to provide direction for future action. Although Plan recommendations will be fulfilled over time in generally small, incremental steps; this Comprehensive Plan provides a foundation and guide for many implementing tools, which may include community zoning ordinances and maps, subdivision ordinances, capital improvements programming, detailed facilities planning, and other Village ordinances, programs, and policies.

In addition to the above goals, the 1999 Wisconsin Act 9 (revised 2001, 2004) included legislation changing the framework for comprehensive planning in Wisconsin. This law specifically, Section 16.965(4)(b) of the *Wisconsin Statutes*, establishes 14 additional local comprehensive planning goals as specified in Chapter 1, entitled *Introduction and Background*, that are a part of this Plan.

HISTORY OF PLEASANT PRAIRIE

Town of Pleasant Prairie

The Pleasant Prairie area was the center of Indian activity in pre-pioneer Wisconsin. The remnants of Indian culture abound in Pleasant Prairie. Some of the earliest traces of Indian life in Wisconsin were found along STH 32 and STH 165 and in the Carol Beach area. These early Indian campsites, along what was once the shoreline of Lake Michigan, represent some of the highest quality archeological sites in the United States. Pleasant Prairie also saw pioneers arrive in Wisconsin through the Jambou Trail (now known as Green Bay Road, STH 31) located in the central portion of the Village. In addition, several natural historic sites such as the Chiwaukee Prairie and the Kenosha Sand Dunes lie undisturbed in the eastern portion of Pleasant Prairie and provide Wisconsin residents with an opportunity to see what Wisconsin looked like before the advent of our earliest settlers.

Pleasant Prairie originally was a township that was nearly 42 square miles in size. Over the years, the City of Kenosha began to annex lands south of 60th Street and east to Lake Michigan, and the Town of Pleasant Prairie was slowly reduced in size over the next 150 years as the City of Kenosha grew. There were nine separate settlement areas in the township that in some cases became the starting point for significant growth in the future, and some no longer exist at all.

The most colorful area was the old village area of Pleasant Prairie located at 104th Avenue and Bain Station Road. Prior to 1875 it was known as Tar Corners because a thief was once tarred and feathered there. It is also the area of the Pleasant Prairie Powder Plant which exploded after the turn of the century and rocked buildings and shattered windows miles away. Today it is the location of many residential homes and the Pleasant Prairie Ball Park where many children play recreational baseball, softball and soccer.

Another old settlement area is the Bain Station and Ranney areas. Its location was along Bain Station Road between the current Canadian Pacific and Union Pacific Railroads. These settlement areas were not as residential as they were rail stops for the Chicago North Western, the Kenosha-Harvard line, and the CSMP&P Chicago-Milwaukee main line. The Ranney site ended as a stop prior to 1862 and Bain Station site was named for the Bain Wagon Works and was listed as a stop well after 1800s. It is now the end of the line for trains coming out of Kenosha. The current site is immediately north of the Pleasant Prairie Power Plant and south of the We Energies Power Plant landfill.



Dexter Farmstead in 1900 generally located east of Green Bay Road and Springbrook Road. This area was known as "Dexter's Corner" named for early settler John Dexter. The home on the left was destroyed by fire in October of 1909.

Another more recent settlement area is the Carol Beach area that is along Lake Michigan, which extends from the Kenosha city limits to the State line. One (1) subdivision of Carol Beach in the Chiwaukee area was platted in the 1920s. The rest of Carol Beach was subdivided and began platting in 1947. The area is one of the most significant wetland areas in the United States and was largely protected through a compromise land use agreement between the Town of Pleasant Prairie, Kenosha County, the State of Wisconsin, and the Army Corp of Engineers in 1985. Today many of the areas that can be developed have been, and the State of Wisconsin, University of Wisconsin Board of Regents and The Nature Conservancy of Wisconsin continue to buy remaining properties on a "willing seller/willing buyer" basis for prairie land preservation.



Looking north on Cooper Road at 80th Street in 1962

Along with the aforementioned areas, other areas of the old township such as Tobin, Truesdell, Erly, and State Line have been incorporated within the Village of Pleasant Prairie.

Pleasant Prairie had its beginnings as a political entity in April 1842 when the first town meeting was held and the first election of township officials took place. The early township officials met in the Williams' Congregational Church located at 93rd Street and Green Bay Road. Later the old church became the official Town Hall and served the quiet agricultural community until urban growth finally necessitated more modern quarters in 1961. In that year, the Town rented office space in a small commercial strip center located on 22nd Avenue and 91st Street.



Pleasant Prairie Fire Department in 1950. The Fire Department was located on STH 50 west of STH 31

In 1967 the Town government moved into a newly constructed municipal building on Springbrook Road and 39th Avenue that provided offices, an auditorium, Fire Department apparatus room, and sleeping quarters.

Between 1970 and 1980 the population increased by nearly 700 persons and 738 households were added. The 1987 estimated population for Pleasant Prairie by the Wisconsin Department of Administration (DOA) was 13,765 residents and the 1990 U.S. Census indicated that the population of the Village was 12,037. This decrease of over 1,700 persons is a direct result of Pleasant Prairie incorporation into the Village. The incorporation allowed the City of Kenosha and the Town of Somers to annex 1,500 acres of Pleasant Prairie land between STH 50 (75th Street) and CTH K (60th Street) from the City of Kenosha boundary west to I-94.

The Town becomes a Village

As a Town, Pleasant Prairie constantly struggled to maintain its identity and ability to provide for the orderly development of the community. In 1984, the Town of Pleasant Prairie and the City of Kenosha agreed on a plan for orderly development and fixed boundaries for the Town in exchange for the acknowledged right of property owners in various locations along the Town/City border to annex into the City of Kenosha. The most significant area of this agreement was giving the City of Kenosha the ability to annex lands north of STH 50 (75th Street) to CTH K (60th Street) from approximately STH 31 (Green Bay Road) to I-94. In exchange the Town received the ability to protect the rest of the Town from annexations and the ability to purchase sewer and water from the City of Kenosha.



Skip Girard, Side 2 Supervisor, Michael Pollocoff, Town Administrator, John Steinbrink Senior, Side 1 Supervisor and Thomas Terwall, Town Chairman (from left to right) on April 4, 1989, the eve of Pleasant Prairie's Incorporation

In 1989, the agreement was advanced and the Town of Pleasant Prairie was officially incorporated as a Village on April 5, 1989 by a referendum of more than 3,000 citizens in favor and 300 against. The new boundaries were fixed between the Village and the City of Kenosha.

Considerable growth and development has occurred since the Village's incorporation. In 1989 the Village adopted Tax Increment Finance District #1 (TID #1) to promote industrial development, create jobs and provide diversity to the local economy. Another key reason for creating TID #1 was to spread the cost of government services across a broader tax base. Because a community made up of only residential dwellings will shoulder a heavier tax burden for municipal services than a balanced community with industrial, commercial, agricultural and residential uses. TID #1 included 1,600 acres of land in the west central portion of the Village in an area that is now known as LakeView Corporate Park. TID #1 was developed with a combination of public (TID #1 financing for public roads and other infrastructure) and private funds (from companies that built in the industrial park). It was anticipated that TID #1 would pay off its debt by 2009; however, due to the great success of the District the Village was able to pay off this debt in 1999, over 10 years early.



Volkswagen of America parts distribution facility in LakeView Corporate Park

In 1999 Tax Increment Finance District #2 (TID #2) was created to provide for additional industrial development within LakeView Corporate Park. TID #2 was amended three (3) times since 1999, including an amendment in 2002 to include land adjacent to Interstate 94 that was originally developed as TID #3. TID #2 as amended, provides for further expansion of the Village's industrial and commercial tax base while taking advantage of the development opportunities that were created by the land's proximity to Interstate 94. Based on 2007 property values, Pleasant Prairie ranks as the fifth largest manufacturing municipality in the State of Wisconsin, exceeded only by Milwaukee, Green Bay, Madison, and Menomonee Falls.

In addition to the development spurred by the creation of TID #1 and TID #2, the population of the Village increased from 12,037 in 1990 to approximately 19,565 in 2008¹. With the increase in population the construction of new housing units also increased. Between 1989 and 2008 2,583 new single-family and two-family homes and over 1,112 new multi-family units were constructed in the Village. The residential building boom the Village saw in the late 1990s and the beginning of the 2000s came to a halt in late 2007 when new housing starts began to decline to the lowest levels Pleasant Prairie has seen since the 1980s due to a down swing in the national economy.



House under construction in the Village

In 2008, while the Village saw tremendous growth in industrial and commercial projects that began construction before the downturn in the economy; new housing development came to a complete stop. In 2009, the development of commercial and industrial buildings continued, however on a limited basis and housing starts were even slower than 2008. It is anticipated that as the national and local economy turns around and unemployment decreases, the Village will continue on its path as a balanced community.

PLANNING THROUGH THE YEARS

Southeastern Wisconsin, Kenosha County and the Village of Pleasant Prairie have a rich history of planning. Numerous plans have been developed at the regional level including a regional land use plan, transportation system plan, natural areas plan, water quality management plan, and telecommunications plan. Preparation of a regional water supply plan is underway. Plans developed at the County level include a farmland preservation plan, County park and open space plan, Kenosha Urban Planning District plan, land and water resources management plan, Des Plaines River watershed plan, jurisdictional highway system plan, flood mitigation plan, highway access and development plan, and freeway corridor plan. Regional and County Plans are described in Appendix 2-1.

Pleasant Prairie Land Use Plans, Master Plans and Comprehensive Plans

Section 62.23 of the *Wisconsin Statutes* grants villages the authority to prepare and adopt local master plans or plan elements, such as a community land use plan. Section 60.10(2)(c) of the *Statutes* gives towns the authority to prepare and adopt a local master plan under Section 62.23 provided a town adopts village powers and creates a town plan commission. Prior to the incorporation, Pleasant Prairie adopted village powers and had a Town Plan Commission.

1967 Comprehensive Plan

Over the years, Pleasant Prairie has adopted Comprehensive Plans including detailed neighborhood plans and a detailed park and open space plan. Pleasant Prairie's rich history of planning dates back to the 1960s with the adoption in 1967 of SEWRPC Planning Report No. 10 entitled, "A Comprehensive Plan for the Kenosha Planning District". This document was prepared by SEWRPC and its consultant Harland Bartholomew and Associates. This



Portion of the 1990 Land Use Plan Map from 1967 Comprehensive Plan

¹ 1990 population figures from the US Bureau of the Census and the population as of January 1, 2008 of 19,565 is an estimate by the Wisconsin Department of Administration.

Plan was the first comprehensive community-planning program to be carried out by the Commission for a sub-regional area delineated on the basis of existing and anticipated intensive urban development which included the Town of Pleasant Prairie. The design year for the 1967 Comprehensive Plan was 1990

A Land Use Management Plan for the Chiwaukee Prairie-Carol Beach Area

In January and February of 1982, Kenosha County and the Town of Pleasant Prairie, respectively, requested SEWRPC to assist the County and the Town in preparing a land use management plan for the Chiwaukee Prairie-Carol Beach area of the Town of Pleasant Prairie located along the Lake Michigan shoreline west to STH 32, because it was known to be one of the outstanding natural resource areas in southeastern Wisconsin. This area is characterized by a beach dune ridge and swale complex. High-quality wetlands and prairies are associated with the ridges and swales. Much of this area has been identified by the Regional Planning Commission as a primary environmental corridor--that is, an area containing concentrations of the best remaining elements of the natural resource base in southeastern Wisconsin. The Wisconsin Scientific Areas Preservation Council has identified a scientific area and two natural areas of statewide significance in this area. The identified scientific area is the Chiwaukee Prairie, a National Natural Landmark that is recognized as one of the best remaining examples of Lake Michigan shore low prairie in the upper Midwest.

The preservation and protection of the natural resources in this area is complicated by the fact that a large portion of the area has been platted for urban development. An initial plan for the development of the area as a model city to be known as Edithton Beach was developed in the 1920's. This plan was not implemented, however, because of the economic conditions following the stock market crash of 1929. The next intensive effort to develop the area occurred after World War I when substantial portions of the area were formally subdivided for residential development. As a result of this platting activity, streets were constructed and houses were built in scattered locations within the area. Wet soils and other physical development limitations, however, have significantly restricted urban development within this area. Certain streets, proposed in the original subdivision plats, have not been constructed. Certain other streets which were constructed are not used and have fallen into disrepair, and residential development in many portions of the area is scattered and sparse. While some concentrations of existing urban development in this area should be provided with public sanitary sewers and other urban services, other portions of



1937 aerial photograph of a portion of Carol Beach

the area may not be developable even with centralized sanitary sewer service. Despite past construction activities, wetland and prairie features have persisted in many areas because of the soils and other physical development limitations, and the natural resource values of much of this area remain intact.

The future of the Chiwaukee Prairie-Carol Beach area had been uncertain for some time because of the divergent natural resource preservation and urban development objectives attendant to the area, and because of the relatively large number of public agencies and private interests which are concerned with, or which may have a bearing on, future land use within the area. This uncertainty was recognized in the Kenosha County farmland preservation plan, which designated this portion of the Town of Pleasant Prairie as a special area requiring an in-depth study for the purpose of formulating a plan to guide future land use.

Recognizing both the important natural resource values of the area and the inroads of urban development in the area, the Town of Pleasant Prairie and the Kenosha County proposed a planning program which would bring together the concerned public agencies and private interests in an effort to reconcile conflicting urban development and open space preservation objectives. The primary purpose of the Chiwaukee Prairie-Carol Beach area planning program was to develop a detailed land use management plan which reconciles valid but conflicting open space preservation and urban development objectives within the area through the active involvement of all major concerned public and private interests.

The Plan intended to refine and detail the land use development, environmental corridor, and agricultural land recommendations included in the adopted regional land use and regional water quality management plans. With the assistance of a Technical and Citizen Advisory Committee and after public hearing, Kenosha County and the Town of Pleasant Prairie completed and adopted SEWRPC Community Assistance Planning Report No. 88, *A Land Use Management Plan for the Chiwaukee Prairie-Carol Beach Area of the Town of Pleasant Prairie, Kenosha County, Wisconsin*, dated February 1985. This compromise plan set forth areas for urban development and areas for preservation.

The land use management plan identified areas within the study area which should be preserved and protected to maintain its important environmental qualities; identifies which of those areas should be preserved and protected through public land use regulation and which should be preserved and protected through public or private acquisition; and identifies those concentrations of existing urban development and areas of potential urban development which should be served by public sanitary sewers and other urban services in a manner which is sensitive to the unique natural resource features of the area. The plan is intended to guide the concerned local units



*Entrance to Carol Beach
Estates Unit W*

and agencies of government in the provision of basic urban services and facilities--including, most importantly, public sanitary sewer service; to guide local, county, state, and federal units and agencies of government in the exercise of their respective land use and related regulatory responsibilities; to guide public agencies and private interests in the acquisition of additional environmentally significant open space lands; and to provide a framework within which private interests can formulate plans for additional development within the Carol Beach area.

2010 Comprehensive Plan

In 1996, the Village adopted Community Assistance Planning Report No. 212 entitled "*A Comprehensive Plan for the Kenosha Urban Planning District*" as prepared by SEWRPC with the assistance of a Technical Advisory Committee with a few modifications. This Plan was prepared in cooperation with the City of Kenosha, Town of Somers, Kenosha Unified School District, Kenosha County and the Village of Pleasant Prairie and represents a second generation

comprehensive plan for the entire area located east of I-94 for the referenced communities until the design year of 2010. The planning effort, completed over a five (5) year time period, involved extensive inventories and analyses of the factors and conditions affecting land use and development in the area. The 1996 plan also involved the preparation of forecasts of future population, household, and economic activity levels, the formulation of community development objectives and standards, and the design of a land use plan and supporting transportation, community facility and public utility plan elements; the land use plan identified land uses and reserve land uses.

The 1967 Comprehensive Plan, served as a useful guide for making development decisions affecting the area for a quarter of a century. The 1996 updated plan provided a guide for the continued orderly and economical growth and development of the Urban Planning Area until 2010 while preserving and enhancing the unique environmental qualities of the Village.

One of the most important steps required for implementing the Village's comprehensive plan over time is the preparation of detailed development plans for residential neighborhoods or special purpose districts. To this end, the Village has developed a number of these refined plans, referred to as Neighborhood Plans, which recommend specific land uses and street and lot layouts based on the effective Comprehensive Plan. Table 2.1 provides a summary of Neighborhood Plans or portions thereof adopted by the Village. Detailed information regarding Neighborhoods and Special Planning Districts in the Village is provided in the Land Use Element (Chapter 9).

TABLE 2.1
ADOPTED NEIGHBORHOOD PLANS: OCTOBER: 2009

Plan	Adoption Date ^a	
	Plan Commission	Village Board
Barnes Creek Neighborhood Plan (portion)	9/07	9/07
Country Homes Neighborhood Plan (portion)	12/98	12/98
Green Hill Farm Neighborhood Plan	5/03	5/03
Highpoint Neighborhood Plan Alternative 1	1/07	3/07
Highpoint Neighborhood Plan Alternation 2	3/07	3/07
IH-94 West Neighborhood Plan	7/99	7/99
Isetts Neighborhood Plan (portion)	5/07	6/07
LakeView East Neighborhood Plan	9/00	10/00
Lakewood Neighborhood Plan	3/06	4/06
Lance Neighborhood Plan (portion)	8/04	8/04
Pleasant Homes Neighborhood Plan	1/05	2/05
Pleasant Farms Neighborhood Plan	2/08	4/08
Prairie Ridge Neighborhood Plan	12/06	12/06
Sheridan Woods Neighborhood Plan	2/07	5/07
Tobin Road Neighborhood Plan	10/07	10/07
Village Green Neighborhood Plan	2/06	2/06
Whittier Creek Neighborhood Plan	3/07	3/07

^a Last amendment date.

Source: Village of Pleasant Prairie.



Village of Pleasant Prairie Park and Open Space Plan

The *Village of Pleasant Prairie Park and Open Space Plan: 2006-2011* was adopted by the Village Board on March 20, 2006. The primary purpose of the Plan is to proactively provide for the Village's future park and recreation needs. Recommendations presented in the Plan will guide acquisition, preservation, and development of land for parks, recreation trails, and other open spaces in the Village. The Plan is intended to incorporate and refine the previous findings and recommendations presented in the *Park and Open Space Plan for Kenosha County*, written in 1987 and amended in 1999, and the 1995 *Comprehensive Plan for the Kenosha Urban Planning District*.



Lake Andrea in Prairie Springs Park

The Plan recommends additional parks and improvements to existing parks over the next 25 years and recommends that the Village continue to acquire environmentally, scientifically, and archaeologically significant lands as funds become available. The Plan also identifies proposed locations for future recreation trails. In addition to identifying needed recreational facilities, the Plan was intended to establish or maintain eligibility for Federal Land and Water Conservation Fund and Wisconsin Stewardship Fund grant programs administered by the Wisconsin Department of Natural Resources (DNR).

Intergovernmental Agreements

The *Wisconsin Statutes* provide several options for neighboring cities, villages, and towns to cooperatively determine common boundaries and to develop agreements for shared services. Section 66.0307 of the *Wisconsin Statutes* allows any combination of cities, villages, and towns to determine the boundary lines between themselves under a cooperative plan. Section 66.0307² envisions the cooperative preparation of a plan for the affected area by the local units of government concerned and prescribes in detail the contents of the cooperative plan. The cooperative plan must identify agreed-upon boundary changes and existing boundaries that will not change during the planning period; identify any conditions that must be met before a boundary change may occur; include a schedule of the period during which a boundary change shall or may occur; and specify arrangements for the provision of urban services to the territory covered by the plan. A boundary agreement can also be achieved under Section 66.0225,³ which allows two abutting communities who are parties to a court action to enter into a written stipulation determining a common boundary. In addition, communities can agree upon common boundaries under Section 66.0301,⁴ the "intergovernmental cooperation" Statute. Units of government can also enter into agreements under this section to provide services to or share services with other units of government. Examples of cooperative agreements to provide or share services are provided in the Intergovernmental Cooperation Element (Chapter 8).

² Section 66.0307 was numbered as Section 66.023 prior to 1997.

³ Section 66.0225 was numbered Section 66.027, "Municipal Boundaries Fixed by Judgment," prior to 1997.

⁴ Section 66.0301 was numbered Section 66.30 prior to 1997.

Village of Pleasant Prairie and City of Kenosha

In 1984, the City of Kenosha and then-Town of Pleasant Prairie entered into a cooperative agreement to “square off” the boundary between the City and the Town, to provide for orderly development of the boundary area, and establish development zones for the provision of sewer, water, and other government services. A second agreement signed in 1988 made changes to municipal boundaries, particularly in the northwest portion of Pleasant Prairie. Under the agreement, much of the former Town north of STH 50 was attached to the City, and remnants of the former Town of Pleasant Prairie along CTH K were attached to the Town of Somers.

Due to several changes, including the incorporation of the Village of Pleasant Prairie in 1989, three (3) subsequent amendments to the agreement, and changes in the relationships between the City and Village with the Town of Bristol, the 1988 cooperative agreement was replaced by an updated cooperative agreement in 1997. The 1997 Cooperative Agreement⁵ established provisions for water supply, treatment, and storage; and for sewage conveyance and treatment between the City of Kenosha and Village of Pleasant Prairie. The agreement also included provisions for Kenosha Water Utility sewer and/or water services to be provided through Village facilities to areas within a mapped “Village Supervised Drainage Area” south of CTH C in the Town of Bristol.

Village of Pleasant Prairie and Town of Bristol

The Village of Pleasant Prairie and Town of Bristol entered into a Settlement and Cooperation Agreement in November 1997.⁶ The agreement resolves contested annexation, commercial development, and sewer service area issues. The agreement defined an ultimate, permanent boundary between the Village and Town and established a “Village Growth Area” within the Town and adjacent to the Village which would be transferred over 30 years to the Village. The plan consolidates a number of preexisting sanitary sewer and water agreements, and provides Village sewer and water service to portions of the Town within the “Town Service Area.” This agreement provides the Village with extraterritorial platting authority in the “Town Growth Area” and drainage review in the “Supervised Drainage Basin Area”. The agreement also addresses revenue sharing, establishes limits on the Village's exercise of land use controls within the Town, and requires Village support of a possible future Town incorporation attempt, provided that the proposed incorporated area lies entirely west of the line formed by the west boundary of U.S. Public Land Survey Sections 3, 10, 15, 22, 27, and 34 of the Town.

Village Ordinances

Good community development depends not only on quality planning at all levels of government, but on practical implementation measures as well. Land use and development regulations affect the type of uses allowed, as well as the detailed design and site layout of proposed developments.

Zoning Ordinance

A zoning ordinance is a public law that regulates and restricts the use of property in the public interest. The primary function of zoning should be to implement an adopted master or comprehensive plan. Indeed, Section 66.1001(3) of the *Wisconsin Statutes* requires that

⁵ Parties to the agreement include the City of Kenosha, the Kenosha Water Utility, the Village of Pleasant Prairie, the Village Water Utility, the Village Sewer District D, the Village Sewer District No. 1, and the Village Sewer District F. The 1997 agreement was prepared under then-Section 66.20 of the Statutes, “Metropolitan Sewerage Districts” (now Section 200.01).

⁶ Parties to the agreement include the Village of Pleasant Prairie, the Village Water Utility, the Village Sewer District D, the Village Sewer District No. 1, the Village Sewer District F, the Town of Bristol, the Town Water Utility District, the Town Utility District No. 3, and the Town Utility District No. 5.

zoning, land divisions, and official mapping decisions made by local and county governments be consistent with local and county comprehensive plans.

A zoning ordinance divides a community into districts for the purpose of regulating the use of land and structures; the height, size, shape, and placement of structures; and the density of housing. A zoning ordinance typically consists of two (2) parts: a text setting forth regulations that apply to each of the various zoning districts, together with related procedural and administrative requirements; and a map delineating the boundaries of zoning districts.

The Village is authorized to adopt general zoning regulations (that is, regulations for areas outside a shoreland or floodplain) by Section 62.23 of the *Statutes*. Under Section 59.692 of the *Statutes*, County shoreland regulations continue to apply in areas annexed by the Village after May 7, 1982, or incorporated after April 30, 1984, unless the Village adopts shoreland regulations that are at least as restrictive as those included in the County ordinance. In addition, Villages are required to adopt regulations to enforce the minimum floodplain standards set forth in Chapter NR 116 of the *Administrative Code* within all floodplain areas of the Village.

The Village of Pleasant Prairie Zoning Ordinance (Chapter 420 of the Village Municipal Code) was adopted in 1989 when the Village incorporated and has subsequently been revised on numerous occasions. The Ordinance includes 32 basic zoning districts, seven (7) overlay districts and provisions for creating planned development districts. The Village has integrated shoreland and floodplain zoning regulations into the ordinance, which adhere to those set forth in the County Shoreland/Floodplain Ordinance.

Map 2.1 depicts generalized zoning districts in the Village as of October 2009. For specific zoning information refer to the Village of Pleasant Prairie Zoning Ordinance and Map.

Basic Zoning Districts

- A-1 Agricultural Preservation District
- A-2 General Agricultural District
- A-3 Agricultural-Related Manufacturing, Warehousing and Marketing District
- A-4 Agricultural Land Holding District
- R-1 Rural Residential District
- R-2 Urban Single-Family Residential District
- R-3 Urban Single-Family Residential District
- R-4 Urban Single-Family Residential District
- R-4.5 Urban Single-Family Residential District
- R-5 Urban Single-Family Residential District
- R-6 Urban Single-Family Residential District
- R-7 Multiple-Family Residential District
- R-8 Urban Two-Family Residential District
- R-9 Multiple-Family Residential District
- R-10 Multiple-Family Residential District
- R-11 Multiple-Family Residential District
- R-12 Manufactured Home/Mobile Home Park Subdivision Residential District
- B-1 Neighborhood Business District
- B-2 Community Business District
- B-3 Regional Retail Business District
- B-4 Freeway Service Business District
- B-5 Freeway Office District
- M-1 Limited Manufacturing District
- M-2 Heavy Manufacturing District
- M-3 Mineral Extraction and Landfill District
- I-1 Institutional District



PR-1 Neighborhood Park-Recreational District
 PR-2 Community Park-Recreational District
 PR-3 Regional Park-Recreational
 C-1 Lowland Resource Conservancy District
 C-2 Upland Resource Conservancy District
 C-3 Natural and Scientific Area Resource Conservancy District

Overlay Districts.

FPO Floodplain Overlay District
 APO Agricultural Preservation Overlay District
 AGO General Agricultural Overlay District
 ALHO Agricultural Land Holding Overlay District
 UHO Urban Land Holding Overlay District
 LUSA Limited Urban Service Area Overlay District
 PUD Planned Unit Development Overlay District

Planned Development Districts

PD-1, Buoy Storage Planned Development
 PDD-1, Planned Development District No. 1
 CA Core Area Sub-District
 BA-1 Business Area 1 Sub-District.
 BA-2 Business Area 2 Sub-District.
 BA-3 Business Area 3 Sub-District.

In an effort to ensure consistency between the Village Zoning Ordinance and this Comprehensive Plan several amendments to the Zoning Ordinance are proposed as outlined in the Implementation Element (Chapter 10).

Extraterritorial Zoning Regulations

The *Statutes* authorize Villages to adopt extraterritorial zoning regulations for adjacent unincorporated areas, in cooperation with the adjacent town, within 1.5 miles of the Village. Appendix 2-2 includes a summary of the process set forth in the *Statutes* for enacting an extraterritorial zoning ordinance and other land-use related extraterritorial authorities granted to the Village. The Village has the authority by Statue to initiate preparation of an extraterritorial zoning ordinance and map at any time. Initiation of the extraterritorial zoning ordinance freezes existing zoning in the extraterritorial (town) area for two (2) years, while the Village and affected town jointly develop an extraterritorial zoning ordinance and map. A joint committee made up of three representatives from the Village and three representatives from each affected town is formed to develop the ordinance. The time period can be extended for one additional year at the end of the two-year period. No extraterritorial zoning regulations were in effect in the Village in 2009.

Erosion Control and Stormwater Management

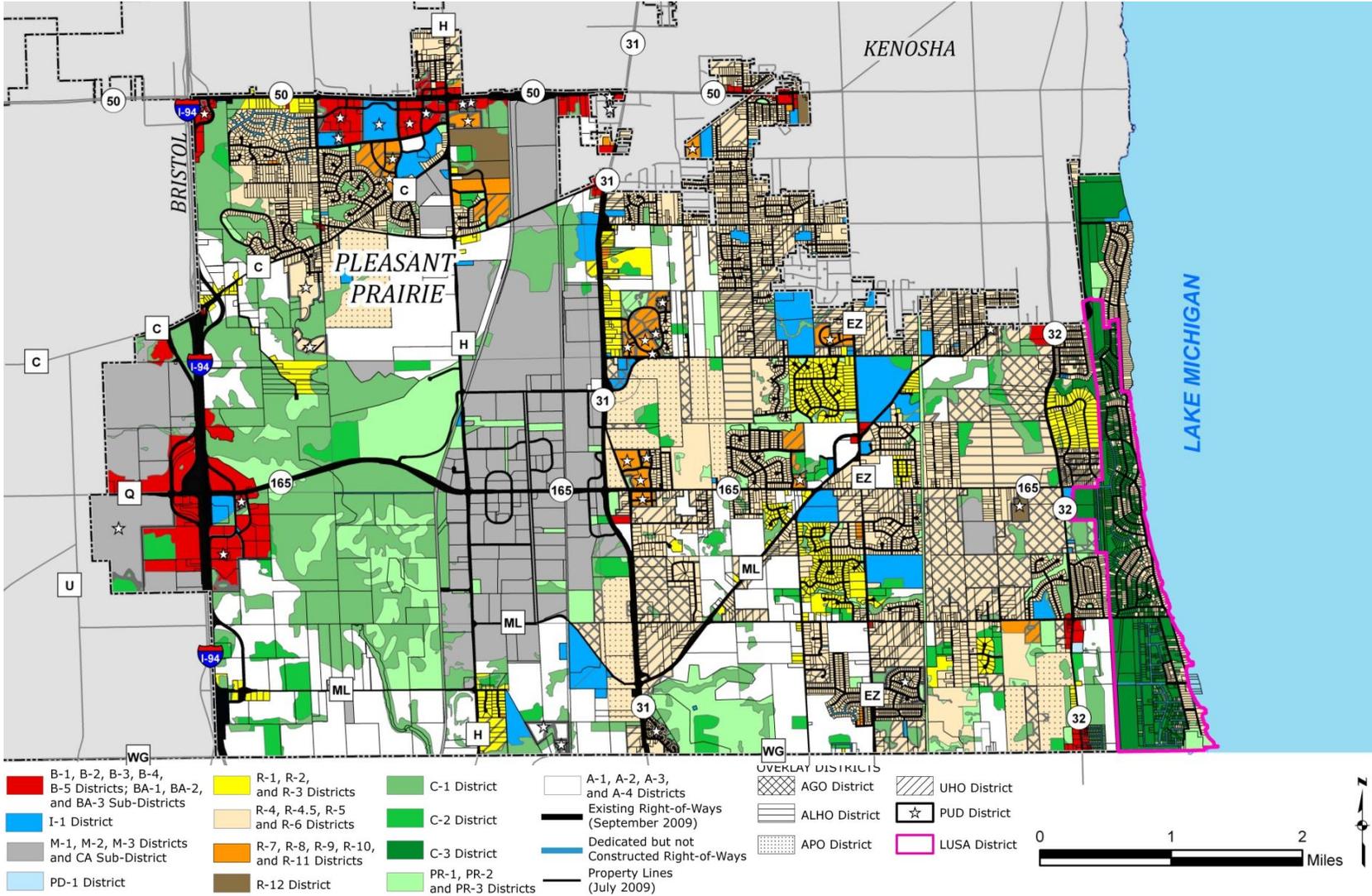
Stormwater management and construction site erosion control ordinances act to protect water quality and protect and promote health, safety, and general welfare by minimizing the amount of sediment and other pollutants carried to and deposited in lakes, streams, and wetlands by stormwater and runoff discharged from construction sites or land disturbing activities.

Section 61.354 of the *Statutes* grants authority to the Village to adopt ordinances for the prevention of erosion from construction sites and the management of stormwater runoff from lands within their jurisdiction.



*Stormwater retention facility in
 LakeView Corporate Park*

**MAP 2.1
VILLAGE GENERALIZED ZONING MAP: OCTOBER 2009**



Note: This map does not include FPO, Floodplain Overlay District zoning or land with shoreland jurisdictional areas.

Source: Village of Pleasant Prairie.



Chapter NR 216 of the *Wisconsin Administrative Code*, which is intended to reduce the discharge of pollutants carried by stormwater, requires urbanized areas, which are identified based on population and density, to obtain a Wisconsin Pollutant Discharge Elimination System (WPDES) Stormwater Discharge Permit. The code requires that the Village meet State standards to control pollution that enters a municipal storm sewer system and develop a storm sewer system map, a public information and education program, a stormwater and erosion control ordinance, an illicit discharge detection program, and a plan to reduce suspended solids. In addition, an annual report on progress in meeting the requirements is required to be submitted to the DNR.

Chapter NR 151 of the *Wisconsin Administrative Code* requires that municipalities with a WPDES permit reduce the amount of total suspended solids in stormwater runoff by 20% by 2008 and by 40% by 2013, with respect to stormwater runoff from areas of existing development with no controls as of October 2004. Phase II of NR 216 requires municipalities outside urbanized areas with a population greater than 10,000 and a density over 1,000 persons per square mile to obtain a WPDES Stormwater Discharge Permit. As a result of Phase II requirements, Pleasant Prairie will be required to obtain permits and Kenosha County is required to obtain a permit only for coverage of its facilities in the City of Kenosha and the urbanized portions of the Village of Pleasant Prairie and Town of Somers.

In addition, regardless of whether a municipality is required to have a stormwater discharge permit under Chapter NR 216, Chapter NR 151 requires that all construction sites that have one acre or more of land disturbance must achieve an 80% reduction in the amount of sediment that runs off the site. With certain limited exceptions, those sites required to have construction erosion control permits must also have post-development stormwater management practices to reduce the total suspended solids (sediment) that would otherwise run off the site by 80% for new development, 40% for redevelopment, and 40% for infill development occurring prior to October 1, 2012. After October 1, 2012, infill development will be required to achieve an 80% reduction. If it can be demonstrated that the solids reduction standard cannot be met for a specific site, total suspended solids must be controlled to the maximum extent practicable.

Under the requirements of Chapter NR 151, by March 10, 2008, incorporated municipalities with average population densities of 1,000 people or more per square mile that are not required to obtain municipal stormwater discharge permits must implement public information and education programs relative to specific aspects of nonpoint source pollution control; municipal programs for management of leaf and grass clippings; and site specific programs for application of lawn and garden fertilizers on municipally-owned properties with over five acres of pervious surface.

The Village has several ordinances that comply with the aforementioned requirements including:

- Chapter 297 Article I of the Village Municipal Code entitled, *Illicit Discharges and Unauthorized Connections* regulates the discharge, spill or dump substances or materials which are not entirely composed of stormwater into receiving bodies of water, storm sewers or drainage facilities, or onto driveways, sidewalks, parking lots or other areas that discharge into waters of the Village or its drainage system and prohibits the connecting a sanitary sewer pipe or drain, connect a pipe or drain that contributes pollutants associated with industrial activity, or connect any other hydraulic conveyance facility that introduces non-stormwater discharges to the Village stormwater drainage system and facilities.
- Chapter 298 of the Village Municipal Code entitled, *Stormwater Management and Stormwater Drainage System Facilities* establishes long-term, post-construction runoff management requirements that will diminish the threats to public health, safety, welfare and aquatic environment.

Specifically the purpose of this ordinance is to:

- Maintain safe and healthful conditions;
 - Prevent and control the adverse effects of stormwater; prevent and control soil erosion; prevent and control water pollution; protect spawning grounds, fish and aquatic life; control building sites, placement of structures and land uses; preserve ground cover and scenic beauty; and promote sound economic growth;
 - Maintain the safe capacity of existing drainage facilities and receiving water bodies; prevent undue channel erosion; control increases in the scouring and transportation of particulate matter; and prevent conditions that endanger downstream property; and
 - Regulate post-construction stormwater discharges to waters of the state or other waterways in the Village.
- Chapter 381 of the Village Municipal Code entitled, *Construction Site Maintenance and Erosion Control* which requires persons engaging in land disturbing activities to apply erosion control practices to preserve natural resources; to protect the quality of the waters of the state, or other waterways in the Village; to further the maintenance of safe and healthful conditions; prevent and control water pollution; prevent and control soil erosion; protect spawning grounds, fish and aquatic life; regulate building sites, placement of structures and land uses; preserve ground cover and scenic beauty; and promote sound economic growth, by minimizing the amount of sediment and other pollutants carried by runoff or discharged from construction activity to wetlands, shoreland areas, floodplain, drainageways and any waters in the Village.



Barnes Creek at Lakeshore Drive

Land Division and Development Control Regulations

A land division ordinance is a public law that regulates the division of land into smaller parcels. Land division ordinances provide for appropriate public oversight of the creation of new parcels and help ensure that new development is appropriately located; lot size minimums specified in zoning ordinances are observed; street right-of-ways are appropriately dedicated or reserved; access to arterial streets and highways is limited in order to preserve the traffic-carrying capacity and safety of such facilities; adequate land for stormwater management, parks, drainageways, and other open spaces is appropriately located and preserved; street, block, and lot layouts are appropriate; and adequate public improvements are provided. Land division ordinances can be enacted by Village for land within the corporate boundaries and also allows for “extraterritorial” plat approval jurisdiction over subdivisions proposed in town areas near the Village boundaries.

Chapter 236 of the *Wisconsin Statutes* sets forth general requirements governing the subdivision of land, including, among others, surveying and monumenting requirements, necessary approvals, recording procedures, and requirements for amending or changing subdivision maps. The *Statutes* also grant authority to review subdivision maps, commonly referred to as plats, with respect to local plans and ordinances. Section 236.45 authorizes

county and local governments to adopt their own land division ordinances, which may be more restrictive than State requirements.

Chapter 395 of the Village Municipal Code entitled, *The Village Land Division and Development Control Ordinance* applies to all lands within the limits of the Village, to those lands within the Village's extraterritorial plat approval jurisdiction, and to those lands delineated by the boundary agreement between the Village and the Town of Bristol, within the "Village Growth Area". The purpose of this chapter is to regulate and control all land divisions and development, to regulate and control residential, manufactured housing community, institutional, recreational, commercial, and industrial development, and to regulate and control the development of existing platted lots and to promote and protect the public health, safety and welfare.

More particularly the *Village Land Division and Development Control Ordinance* strives to:

- Promote the wise use, development, conservation and protection of the soil, water, wetland, woodland and wildlife resources within the Village and its extraterritorial jurisdiction area and to achieve a balanced relationship between land use and development and the supporting and sustaining natural resource base;
- Lessen congestion in the streets and highways;
- Further the orderly layout and appropriate use of land;
- Secure safety from fire, panic and other dangers;
- Provide the best environment for human habitation;
- Conserve the value of buildings placed upon land;
- Provide for proper ingress and egress;
- Prevent the overcrowding of land and avoid undue concentration of population;
- Provide adequate light and air, including access to sunlight for solar collectors and to wind for wind energy systems;
- Facilitate adequate provision for transportation, water supply, stormwater, wastewater and sewerage, schools, parks, playgrounds and other public facilities and services;
- Secure safety from flooding, water pollution, disease and other hazards;
- Prevent flood damage to persons and properties and minimize expenditures for flood relief and flood-control projects;
- Prevent and control erosion, sedimentation and other pollution of surface and subsurface waters;
- Preserve natural vegetation and cover and promote the natural beauty of the Village;
- Restrict building sites in areas covered by poor soils or in other areas poorly suited for development;
- Facilitate the further division of larger tracts into smaller parcels of land;
- Ensure adequate legal description and survey monumentation of divided land;
- Provide for dedication and reservation of appropriately located sites for streets (including adequate right-of-way for anticipated future widening of streets); water supply, stormwater and sewerage systems and facilities; schools; parks and playgrounds; and other desirable public facilities and services;
- Provide for the administration and enforcement of the chapter;
- Provide penalties for the violation of the chapter;
- Assist in the implementation of the Village's Comprehensive Plan; and
- Avoid the harmful effects of premature divisions or development of land.

Extraterritorial Platting Authority

Under Section 236.10 of the *Statutes*, the Village may review, and approve or reject, subdivision plats located within its extraterritorial area if it has adopted a subdivision ordinance or an official map. Section 236.02 of the *Statutes* defines the extraterritorial plat review jurisdiction as the unincorporated area within 1.5 miles of the corporate limits of the Village. In accordance with Section 66.0105 of the *Statutes*, in situations where the extraterritorial plat approval jurisdiction of two or more cities or villages would otherwise overlap, the extraterritorial jurisdiction between the municipalities is divided on a line, all points of which are equidistant from the boundaries of each municipality concerned, so that no more than one city or village exercises extraterritorial jurisdiction over any unincorporated area. The extraterritorial area changes whenever a city or village annexes land, unless the city or village has established a permanent extraterritorial area through a resolution of the common council or village board or through an agreement with a neighboring city, village, or town. A city or village may also waive its right to approve plats within any portion of its extraterritorial area by adopting a resolution that describes or maps the area in which it will review plats, as provided in Section 236.10(5) of the *Statutes*. The resolution must be recorded with the County register of deeds. The Village has extraterritorial plat approval authority in the Town of Bristol in the "Town Growth Area: under the terms of the 1997 Settlement and Cooperation Agreement discussed earlier.

Official Map Ordinances

Section 62.23(6) of the *Wisconsin Statutes* allows the Common Council (Village Board) of any City to establish an official map for the precise identification of right-of-way lines and boundaries of streets, highways, waterways,⁷ and parkways and the location and extent of railroad right-of-ways, public transit facilities, parks, and playgrounds. An official map is intended to be used as a precise planning tool for implementing master and comprehensive plans and for ensuring the availability of land for the above features. Section 61.35 of the *Statutes* applies the authority provided cities under Section 62.23 to develop an official map to villages. The clerk of any city or village that adopts an official map by ordinance or resolution must record a certificate showing that the city or village has established an official map with the Kenosha County Register of Deeds.

One of the basic purposes of the official map is to discourage the construction of structures and their associated improvements on land that has been designated for future public use. Local government subdivision ordinances can also require land shown on the official map to be dedicated for street, park, or other public use at the time land is subdivided. The official map is a plan implementation device that operates on a communitywide basis in advance of land development and can thereby effectively assure the integrated development of the street and highway system. Unlike subdivision control, which operates on a plat-by-plat basis, the official map can operate over the entire community in advance of development proposals. The official map is a useful device to achieve public acceptance of long-range plans in that it serves legal notice of the government's intention well in advance of any actual improvements. The Village has not adopted a Official Map; however, as recommended in Chapter10, the Implementation Element, an Official Map is proposed to be prepared by the Village.

⁷Waterways may be placed on the map only if included within a comprehensive surface water drainage plan.

PLEASANT PRAIRIE TODAY

The Village of Pleasant Prairie is part of the Greater Kenosha Area and is conveniently located between Chicago and Milwaukee, on the shores of Lake Michigan.

Pleasant Prairie is a progressive municipality offering an array of residential, commercial, retail, businesses industrial, manufacturing and recreational opportunities. The Village officials and staff work to provide residents with the highest quality of life at the most affordable tax rate possible. The elected Village Board of Trustees has worked to provide a professionally managed and well-planned municipality, one that offers a harmonious balance between residential, retail, business, commercial, manufacturing, conservancy and agricultural spaces. Natural and cultural resources in the Village will continue to be preserved as the Village continues to develop. Lands adjacent to the Des Plaines River and within the Chiwaukee Prairie provide the Village with unique and irreplaceable natural resources.

Those who live, work and play in the Village enjoy peace of mind, knowing that they have access to professional, full-time Police and Fire & Rescue Departments. Pleasant Prairie residents also receive top-of-the-line municipal services, such as: automated garbage, recycling and leaf collection; a comprehensive compost site; municipal water and sewer utility service throughout most of the Village; a dedicated and engaged Community Development Department to protect the long-term value of the community; a comprehensive park and recreation system; and more.

The successful, 2,000 plus acre LakeView Corporate Park and PrairieWood Corporate Park, which is home to more than 75 businesses and 7,500 employees continues to provide employment opportunities for area residents. In addition, several quality commercial developments such as Prime Outlets, Willow Point, The Shoppes at Prairie Ridge, Prairie Ridge Commons and other multi-tenant commercial developments provide opportunities for additional employment as well as quality retail shopping and services.



Public Beach on Lake Michigan in the Village



Fire & Rescue Station #2



Volkswagen of America distribution Center in LakeView Corporation Park



Prime Outlets Shopping Center



Prairie Ridge Commons



To enhance and promote the quality of life in the Village, Prairie Springs Park was developed as a community recreational resource. Each year in Prairie Springs Park several family-friendly events, such as: Prairie Family Days, the TREK Women's Triathlon, the Pleasant Prairie Triathlon, the Danskin Triathlon, and holiday themed programs and activities are provided. In addition, this 758-acre park provides a 100-acre spring-fed lake with a life-guarded beach; a 2.3-mile paved trail for walking, jogging, biking or skating; ball fields; a reflective and dynamic Veterans Memorial; nature trails; an archery range; sand volley ball courts; playgrounds and more.



Swim start at Pleasant Prairie Triathlon

Prairie Springs Park is also home to LakeView RecPlex, a comprehensive, multi-sport, recreational facility providing both fitness and wellness services; year-round childcare; care for those with special needs; party rooms for all types and sizes of celebrations; and year-round, youth and adult sports programs. In 2009, facility amenities include: an indoor aquatic center with water park features; an expansive field house for athletic play; a fully-loaded fitness center with an indoor jogging/running track; racquetball courts and two NHL-sized ice rinks. In 2010 an Olympic-sized swimming pool addition will be completed at the facility.



Kids skating at the IcePlex



LakeView RecPlex



2009 construction of Pool addition at LakeView RecPlex

Overall, Pleasant Prairie has and will continue to create a well balance community and this Comprehensive Plan provides for growth that will continue to preserve the many natural resources in the community while providing residents with a "Great Place to Live, Work and Play".



Fireworks at Prairie Family Days

2035 COMPREHENSIVE PLAN

The plans, ordinances and cooperative agreements discussed above together with the existing Regional and County Plans discussed in Appendix 2-1, and the Kenosha County Multi-Jurisdictional Comprehensive Plan provided the foundation for the Village of Pleasant Prairie 2035 Comprehensive Plan pursuant to the 1999 Smart Growth requirements set forth in Section 66.1001 of the *Wisconsin Statutes*.⁸ This 2035 Comprehensive Plan is an update to the 2010 Comprehensive Plan completed in 1996. Specifically, in preparing this Comprehensive Plan update, the Village reviewed the existing land use and related plans, updated those plans as necessary to comply with the comprehensive planning law to reflect changes that have occurred since the plans were adopted.

This Comprehensive Plan, which meets the requirements of the *Smart Growth* laws in the State of Wisconsin, will continue to serve as a master or comprehensive plan for the Village and will continue to be used to guide development decision making and projecting the direction of future growth in the Village. This Comprehensive Plan provides information related to existing and planned land uses, protecting and guiding the existing and proposed population and housing growth, protecting the natural resource base, planning for future residential, commercial, industrial uses, and transportation facilities, public parks, recreational facilities, and other community facilities and utilities, and protecting and guiding the economic viability of the Village. This planning process is being evaluated in the context of achieving a well balanced, quality of life for the community while promoting the Village as a “Great Place to Live, Work and Play”.

⁸ Specific information related to Smart Growth requirements are provided in Chapter 1 of this Plan.



POPULATION, HOUSEHOLD, AND EMPLOYMENT TRENDS AND PROJECTIONS

Information on the size, characteristics, and distribution of population, household, and employment levels in Pleasant Prairie and Kenosha County assists in preparing projections and anticipate changes in these factors over time, which is essential to the comprehensive planning process. This section provides information on existing and historical population, household, and employment levels. The population, household and employment projections presented along with additional information provided in the Housing Element (Chapter 3) and the Economic Development Element (Chapter 7) were used to help design the 2035 Land Use Plan presented in the Land Use Element (Chapter 9).

Data in this chapter is based on data available to the Village. Much of the historical demographic data is from the U. S. Bureau of the Census⁹. Other data was provided by SEWRPC, Wisconsin Department of Administration (DOA) or other sources as noted.

Economic Position

The Village of Pleasant Prairie is the second largest community in Kenosha County and is located approximately 35 miles from downtown Milwaukee and approximately 55 miles from downtown Chicago along I-94. The Village is considered to be within the socio-economic influence of Southeastern Wisconsin, including Milwaukee, Waukesha, Racine, Kenosha, and Walworth Counties which has an estimated 2007 population of 1,775,152 and positive net migration¹⁰ as residents from adjacent counties in northeastern Illinois move north across the state border. For example, between 2000 and 2005, about 12,200 people from Lake County, Illinois moved into Kenosha County, while about 4,500 Kenosha County residents moved to Lake County; net migration indicates that Kenosha County gained about 7,700 people from Lake County. "County-to-County Migration Flow Data"¹¹ indicates that between 1990 and 2000, Kenosha County had a net migration of approximately 11,870 people from neighboring Lake and McHenry Counties. Between 2000 and 2005, net migration was approximately 8,130 people from Lake and McHenry Counties.

Population Trends and Projections

The historical population of Kenosha County is set forth in Table 2.2. Between 1860 and 1890, the total population in Kenosha County increased modestly from 13,900 to 15,581 residents. The County experienced rapid growth rates in the decades between 1890 and 1930, including population gains of almost 40% between 1890 and 1900 and over 50% in each of the two decades between 1900 and 1920. Growth stagnated during the 1930s Depression Era, but picked up again during the decades from 1940 to 1970, including a population gain of almost 34% from 1950 to 1960. Rapid growth during this period can be attributed to both the migration of new residents to Kenosha County and the natural increase of the existing population (more births than deaths). After World War II, the existing population grew as soldiers returned home and began families, creating the baby-boom generation. Federal subsidies for home ownership led to suburban migration, as families sought newer single-family

⁹ Census data are collected every 10 years and are derived from both short and long form questionnaires. The short form, also referred to as Summary File 1, is sent to every household and provides a complete count of all persons living in the United States. The long form, also referred to as Summary File 3, is sent to one of every six households. Data from Summary File 1 are more accurate than data from Summary File 3, due to sampling-related errors; however, Summary File 3 includes a wider range of topics and in some cases is the only source of information. If available, Summary File 1 data were used to prepare this chapter. Data relating to education, housing, and income is derived from Summary File 3.

¹⁰ Net migration accounts for all people moving into (in-migration) and out of (out-migration) a location.

¹¹ Data is based on estimates of "County-to-County Migration Flow Data" from the U.S. Internal Revenue Service and the U.S. Census Bureau.



homes outside the central city. Federal legislation adopted in 1956 led to the construction of a new network of freeways and expressways, providing convenient highway access between suburbs and the central city. The County continued to grow between 1970 and 2000 at more modest rates of around 4% in each of the decades between 1970 and 1990 and almost 17% between 1990 and 2000.

**TABLE 2.2
HISTORICAL POPULATION LEVELS: 1850-2000**

Year	Pleasant Prairie			Kenosha County		
	Population ^a	Change From Preceding Census		Population	Change From Preceding Census	
		Number	%		Number	%
1850	959	--	--	10,734	--	--
1860	1,400	441	46.0	13,900	3,166	29.5
1870	1,377	-23	-1.6	13,147	-753	-5.4
1880	1,386	9	0.7	13,550	403	3.1
1890	1,646	260	18.8	15,581	2,031	15.0
1900	1,776	130	7.9	21,707	6,126	39.3
1910	3,217	1,441	81.1	32,929	11,222	51.7
1920	2,030	-1,187	-36.9	51,284	18,355	55.7
1930	3,457	1,427	70.3	63,297	12,013	23.4
1940	3,892	435	12.6	63,505	208	0.3
1950	6,207	2,315	59.5	75,238	11,733	18.5
1960	10,287	4,080	65.7	100,615	25,377	33.7
1970	12,019	1,732	16.8	117,917	17,302	17.2
1980	12,703	684	5.7	123,137	5,220	4.4
1990	12,037	-666	-5.2	128,181	5,044	4.1
2000	16,136	4,099	34.1	149,577	21,396	16.7

^a

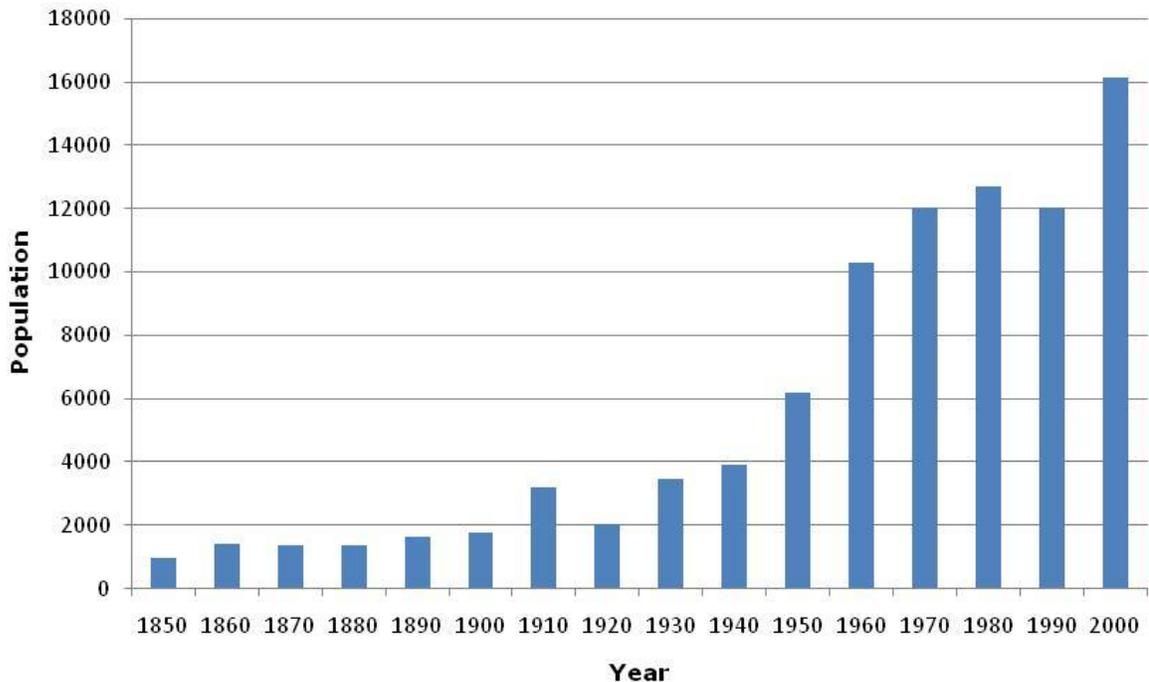
In 1989 the entire Town of Pleasant Prairie was incorporated as the Village of Pleasant Prairie and the Town of Pleasant Prairie ceased to exist. In addition, the decrease in population is attributed to the 1,500 acres of land detached from Pleasant Prairie and added to the City of Kenosha and the Town of Somers as part of the Village's incorporation. Figures for the period between 1850 and 1980 represent population in the former Town of Pleasant Prairie.

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



Historical population in Pleasant Prairie from 1850 to 2000 is also shown in Table 2.2 above and Figure 2.1. From 1850 to 1860 the Town of Pleasant Prairie grew by 441 residents, or 46%. Between 1860 and 1880 the Town’s population remained relatively stable, but between 1880 and 1910 the population grew from 1,386 residents to 3,217 residents. From 1910 to 1920 population decreased by 1,187 residents, or 37%. The Town experienced significant growth between 1920 and 1980, including increases of 1,427 residents, or 70%, during the 1920s, 2,315 residents, or over 59%, during the 1940s, and 4,080 residents, or 66%, during the 1950s. The 1987 the estimated population for Pleasant Prairie by the Wisconsin Department of Administration (DOA) was 13,765 residents and the 1990 U.S. Census indicated that the population of the Village was 12,037. This decrease of over 1,700 persons is a direct result of Pleasant Prairie incorporation into the Village. As indicated earlier, the incorporation allowed the City of Kenosha and the Town of Somers to annex 1,500 acres of Pleasant Prairie land between STH 50 (75th Street) and CTH K (60th Street) from the City of Kenosha boundary west to I-94. From 1990 to 2000 the Village’s population grew by 4,099 residents, or 34%.

**FIGURE 2.1
PLEASANT PRAIRIE HISTORICAL POPULATION: 1850-2000**

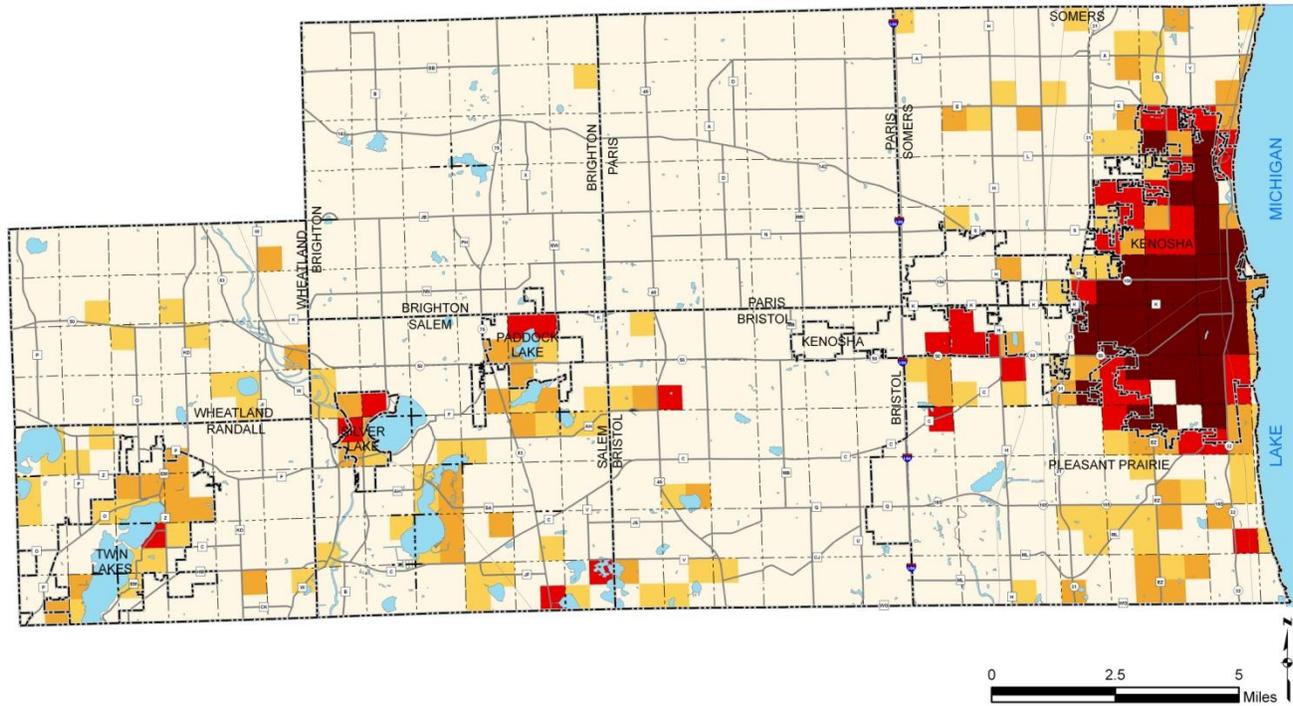


Source: U. S. Bureau of the Census and SEWRPC.

Map 2.2 depicts Kenosha County population distribution in 2000 by quarter-sections. As shown on the map, population densities tend to be higher in areas where public sanitary sewer service is available. In the Village, population densities are higher adjacent to the City of Kenosha and Lake Michigan in the northern portions of Carol Beach, along STH 165 east of STH 31, along CTH EZ areas adjacent to CTH H south of STH 50 and areas between CTH C and STH 50 west of 104th Avenue.



MAP 2.2
KENOSHA COUNTY POPULATION DISTRIBUTION BY QUARTER-SECTIONS: 2000



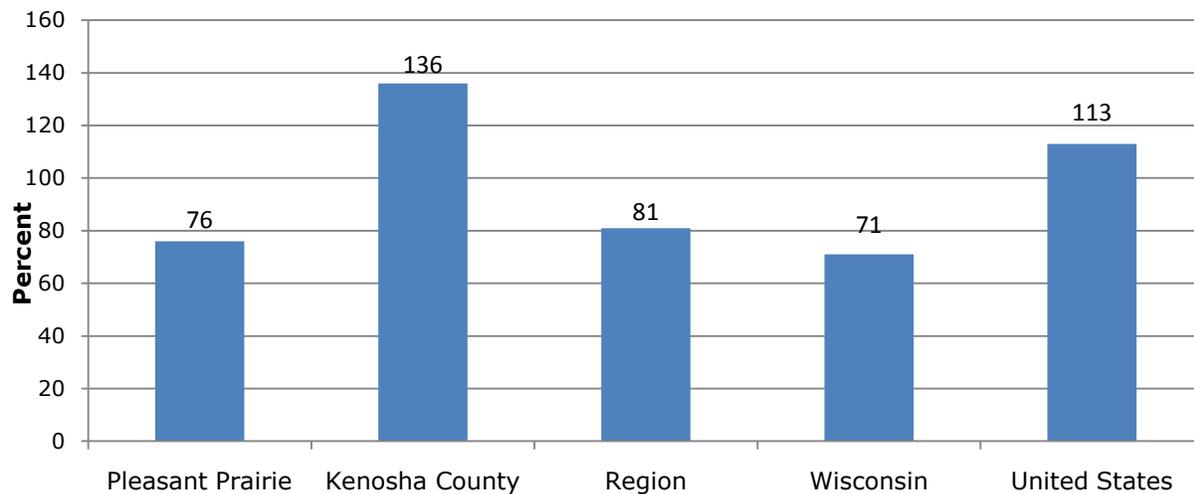
PERSONS PER U.S. PUBLIC LAND SURVEY ONE-QUARTER SECTION



Source: SEWRPC.

Pleasant Prairie’s population grew by 12,244 people, or about 76%, between 1940 and 2000. During this same period, Kenosha County’s population grew by 86,072 people, or about 136%, the Southeastern Wisconsin Region¹² experienced an increase of 863,466 residents, or about 81%; the State of Wisconsin experienced an increase of 2,226,088 residents, or about 71%; and the United States experienced an increase of about 150 million residents, or about 113% (See Figure 2.2). While Kenosha County experienced a higher rate of growth than the Region, State, and Nation during this period, the Village experience similar rate of growth as the Region and the State during this period.

FIGURE 2.2
PERCENT INCREASE IN POPULATION IN THE VILLAGE COMPARED TO KENOSHA COUNTY, THE REGION, THE STATE AND THE NATION: 1940 and 2000



Source: US Bureau of the Census and SEWRPC.

Table 2.3 illustrates population trends for the Village as estimated by the DOA between the 2000 U.S. Census and January 1, 2009. Between 2000 and 2009 the Village population increased from 16,136 to 19,570 or by 21.3% with an average growth rate of about 2.2% a year. The DOA estimates that the County population grew by less than 1% a year or about 8.5% between 2000 and 2009, from 149,577 to 162,243 residents.

The 2035 Village population projection of 31,205 was prepared as part of the multi-jurisdictional plan as described in Appendix 2-3. Estimated population for each five (5) year interval from 2005 to 2030 are based upon estimated projections from the DOA¹³. As illustrated in Table 2.4, from 2000 until 2035 the Village’s population is expected to nearly double from 16,136 to 31,204 which represents 9.9% growth every five years and slightly less than 2% growth per year.

¹² The Southeastern Wisconsin Region includes Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha Counties.

¹³ The methodology used by the Wisconsin Department of Administration are developed after a well-known cohort-component method using fertility, mortality, and migration rates of population change.

**TABLE 2.3
PLEASANT PRAIRIE POPULATION ESTIMATES: 2000-2009**

Year	Population ^a	Change From Preceding Year	
		Number	%
2000	16,136	--	--
2001	16,493	357	2.2
2002	17,077	584	3.5
2003	17,675	598	3.5
2004	18,122	447	2.5
2005	18,701	579	3.2
2006	18,990	289	1.5
2007	19,465	475	2.5
2008	19,565	100	0.5
2009	19,570	5	0.0

^a Population for year 2000 is based on the US Census, 2001 through 2009 population estimates are based on data from the DOA.

Source: US Bureau of the Census and Wisconsin Department of Administration.

**TABLE 2.4
PLEASANT PRAIRIE POPULATION PROJECTIONS**

Year	Population ^a	Change From Preceding Five Years	
		Number	%
2000	16,136	--	--
2005	18,701	2,565	15.9%
2010	20,628	1,927	10.3%
2015	22,721	2,093	10.1%
2020	24,870	2,149	9.5%
2025	26,952	2,082	8.4%
2030	28,911	1,959	7.3%
2035	31,205	2,294	7.9%

^a Population for year 2000 is based on the US Census. Population for the years 2005 through 2030 are estimates and projections from the Wisconsin Department of Administration. The 2035 population projection was derived by the Village based on trend data and analysis completed by SEWRPC as part of the Multi-Jurisdictional Comprehensive Plan for Kenosha County as discussed in Appendix 2-3.

Source: US Bureau of the Census, Wisconsin Department of Administration and Village of Pleasant Prairie

Age Distribution

The age distribution of the population has important implications for planning and the formation of public policies in the areas of education, health, housing, transportation, and economic development. The age distribution of the Village's and Kenosha County's population in 1990 and 2000 is set forth in Table 2.5. The median age of Village residents in 2000 was about 37 years and Kenosha County had a median age of 35 years.

In 2000, children less than five years old numbered 1,002, or about 6% of the Village population, while children between the ages five and 19 numbered 3,743, or 23% of the population. Similarly, in 2000, children less than five (5) years old numbered 10,367, or about 7% of the County population, while children between the ages five and 19 numbered 34,572, or about 23% of the County population. The number of persons that are less than 19 years old is important for planning future educational facilities. Expansion of existing educational facilities and the addition of new facilities should be planned to accommodate projected increases or decreases within these age groups.

In the Village, adults ages 20 through 64 numbered 9,676, or about 60% of the Village population which is similar to the 87,469 or about 58% of the total County population in 2000 between the ages of 20 and 64. The size of this age group relates directly to the size of the workforce residing in Pleasant Prairie and within Kenosha County. It will be important to retain and expand existing businesses and attract new businesses to the Village to meet the employment needs of the workforce and maintain a stable and healthy economy. Consequently, there is a need to provide educational opportunities to ensure a trained labor force for existing businesses.

**TABLE 2.5
POPULATION BY AGE GROUP AND MEDIAN AGE: 1990 AND 2000**

Age Group	Pleasant Prairie				Kenosha County			
	1990 ^a		2000		1990		2000	
	Number	%	Number	%	Number	%	Number	%
Under 5	803	6.6	1,002	6.2	10,124	7.9	10,367	6.9
5 through 9	877	7.3	1,241	7.7	9,785	7.6	11,640	7.8
10 through 14	887	7.4	1,396	8.7	9,172	7.2	11,826	7.9
15 through 19	834	7.0	1,106	6.9	9,260	3.9	11,106	7.4
20 through 44	4,569	38.1	5,764	35.7	49,955	38.8	56,444	37.7
45 through 54	1,642	13.7	2,457	15.2	13,087	10.2	19,257	12.9
55 through 64	1,132	9.4	1,455	9.0	10,605	8.3	11,768	7.9
65 and older	1,254	10.5	1,715	10.6	16,193	12.6	17,169	11.5
Total	11,998	100	16,136	100.0	128,181	100.0	149,577	100.0
Median Age	37				35			

^a Population data by area from the 1990 Federal Census presented in this table are slightly different from the final 1990 population level of the Village presented in Table 2.2. The population levels presented in Table 2.2 represents final population counts from the 1990 Census. The Census Bureau is not expected to reconcile the data regarding population by area with the final total population counts.

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



Persons age 65 and older in the Village numbered 1,715, or about 11% of the population, which is similar to Kenosha County, which numbered 17,169, or about 11% of the total County population, in 2000. There will likely be an increased demand for specialized housing units, transportation, and health care services for the elderly if the elderly population increases in size over the next three decades. An increase in the over-65 age group is anticipated as the “baby boom” generation will move into this age group during the planning period.

Racial Composition

Table 2.6 indicates the racial composition of Pleasant Prairie, Kenosha County and the State of Wisconsin in 2000. The Village has a relatively homogeneous population with over 94% of the population in 2000 was white, or 15,181 of the total 15,872 residents. The percentage of whites in the Village population was higher than in the County, where about 88% were white, and in the State of Wisconsin, where about 89% of residents were white in 2000.

**TABLE 2.6
RACIAL COMPOSITION: 2000**

Race ^a	Pleasant Prairie		Kenosha County		State of Wisconsin	
	Number	%	Number	%	Number	%
White Alone	15,181	94.1	132,193	88.4	4,769,857	88.9
Black or African American Alone	234	1.5	7,600	5.1	304,460	5.7
American Indian & Alaska Native Alone	63	<i>b</i>	564	0.4	47,228	0.9
Asian Alone	223	1.4	1,381	0.9	88,763	1.7
Native Hawaiian & Other Pacific Islander Alone	4	<i>b</i>	57	<i>b</i>	1,630	<i>b</i>
Some Other Race Alone	167	1.0	4,924	3.3	84,842	1.6
Two Or More Races	264	1.6	2,858	1.9	66,895	1.2
Total	15,872	100	146,719	100.0	5,363,675	100.0

^a The Federal government does not consider Hispanic origin to be a race, but rather an ethnic group.

^b Less than 0.05%.

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

Educational Attainment

The level of educational attainment is one indicator of earning potential, which, in turn, influences such important choices as location, type, and size of housing. Educational attainment is also an indicator of the type of occupations the County and the Village workforce is most suited to fill. This information is useful for formulating strategies to retain and expand existing businesses in the County and attract new businesses to the Village over the planning period. Table 2.7 shows the educational attainment of residents at least 25 years of age for the Village and Kenosha County in 2000.

In 2000, about 87% of Village residents and 84% of County residents at least 25 years of age had attained a high school or higher level of education. Just over 59% of the population 25 years of age and older in Pleasant Prairie and 50% in Kenosha County had attended some college or earned either an associate, bachelor, or graduate degree. This level of education

suggests that Pleasant Prairie's and Kenosha County's workforce is well suited for skilled employment such as high tech production and professional occupations. This factor is examined in greater detail in the Economic Development Element (Chapter 7).

**TABLE 2.7
EDUCATIONAL ATTAINMENT OF PERSONS 25 AND OLDER: 2000**

Educational Attainment	Pleasant Prairie		Kenosha County	
	Persons	% of Total	Persons	% of Total
Less Than 9 th Grade	350	3.4	4,370	4.6
9 th to 12 th Grade-No Diploma	985	9.5	11,275	11.9
High School Graduate	2,883	27.8	31,711	33.4
Some College or Associates Degree	3,343	32.2	29,436	31.0
Bachelor or Graduate Degree	2,828	27.2	18,246	19.2
Total Persons Age 25 and Older	10,389	100.0	95,038	100.0

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

Household Trends and Projections

The number of households, or occupied housing units, is important to land use and public facility planning. Households directly influence the demand for urban land as well as the demand for transportation and other public facilities and services, such as public sewer, water, and parks. A household includes all persons who occupy a housing unit, which is defined by the Census Bureau as a house, apartment, mobile home, a group of rooms, or a single room that is occupied, or intended for occupancy, as separate living quarters.

Tables 2.8 and 2.9 illustrates the historical household population information. There were 6,284 households in the Village with an average household size of 2.68 persons in 2005 compared 60,319 households in Kenosha County in 2005, with an average household size of 2.55 persons. While the number of households has increased steadily, the average number of persons per household has decreased in the Village since 1960 as shown in Table 2.9. This trend, which has occurred throughout Kenosha County and Wisconsin, reflects the fact that family sizes (average number of children per family) have decreased and unmarried persons have increasingly tended to establish their own households rather than live with family. In addition, as shown in Table 2.8 the number of persons living in group quarter¹⁴ within the Village and Kenosha County continues to increase.

¹⁴ Group quarters population, as defined by the U.S. Bureau of the Census, includes all people not living in households. Two general categories of people in group quarters are recognized: (1) the institutionalized population, which includes people under formally authorized, supervised care or custody in institutions at the time of enumeration (such as correctional institutions, nursing homes, and juvenile institutions), and (2) the noninstitutionalized population, which includes all people who live in group quarters other than institutions (such as college dormitories, military quarters, and group homes).

**TABLE 2.8
HISTORICAL HOUSEHOLD POPULATION**

Year ^a	Pleasant Prairie			Kenosha County		
	Total Population	Household Population ^b	Group Quarter Population ^c	Total Population	Household Population ^b	Group Quarter Population ^c
1960	10,287	10,195	92	--	--	--
1970	12,037	11,914	123	--	--	--
1980	12,703	12,579	124	--	--	--
1990	11,998	11,897	101	128,181	125,577	2,604
2000	16,136	15,904	232	149,577	145,553	4,024
2005	18,701	18,367	334	158,570	154,005	4,565

^a Information for years 1960 to 2000 is from the U.S. Census and 2005 information is from the Wisconsin Department of Administration.

^b Excludes persons living in group quarters.

^c Group quarters population, as defined by the U.S. Bureau of the Census, includes all people not living in households. Two general categories of people in group quarters are recognized: (1) the institutionalized population, which includes people under formally authorized, supervised care or custody in institutions at the time of enumeration (such as correctional institutions, nursing homes, and juvenile institutions), and (2) the noninstitutionalized population, which includes all people who live in group quarters other than institutions (such as college dormitories, military quarters, and group homes).

Source: U.S. Bureau of the Census and Wisconsin Department of Administration.

**TABLE 2.9
HISTORICAL NUMBER OF HOUSEHOLDS AND
AVERAGE HOUSEHOLD SIZE**

Year ^a	Pleasant Prairie			Kenosha County		
	Number of Households	Household Population ^b	Average Household Size	Number of Households	Household Population ^b	Average Household Size
1960	2,774	10,195	3.68	--	--	--
1970	3,303	11,914	3.61	--	--	--
1980	4,041	12,579	3.11	--	--	--
1990	4,207	11,897	2.83	47,029	125,577	2.67
2000	5,819	15,904	2.73	56,057	145,553	2.60
2005	6,284	18,367	2.68	60,319	154,005	2.55

^a Information for years 1960 to 2000 is from the U.S. Census and 2005 information is from the Wisconsin Department of Administration.

^b Excludes persons living in group quarters.

Source: U.S. Bureau of the Census and Wisconsin Department of Administration.

The number of households projected for the Village of Pleasant Prairie in 2035 is 11,889, as estimated by the Village as part of the multi-jurisdictional plan as described in Appendix 2.3. It is anticipated that the average household size will decrease slightly to 2.52 persons in 2035 from the 2.73 persons per household in 2000. Table 2.10 provides estimated projections for the Village in five year intervals between 2000 and 2035 based on projections the Wisconsin Department of Administration (DOA)¹⁵.

As illustrated in Table 2.10, from 2000 until 2035 the number of households in the Village is expected to more than double from 5,819 to 11,889 which represents 10.8% growth every five years and a 2.2% growth per year to accommodate for the increase in population from 16,136 in 2000 to a projected 31,205 persons in 2035.

**TABLE 2.10
PLEASANT PRAIRIE HOUSEHOLD PROJECTIONS^a**

Year	Total Population	Household Population ^b	Average Household size	Households		
				Number	Change From Preceding Five Years	
					Number	%
2000	16,136	15,904	2.73	5,819	--	--
2005	18,701	18,367	2.68	6,842	1,023	17.58%
2010	20,628	20,277	2.63	7,697	855	12.50%
2015	22,721	22,355	2.60	8,612	915	11.89%
2020	24,870	24,495	2.56	9,552	940	10.92%
2025	26,952	26,535	2.54	10,431	879	9.20%
2030	28,911	28,427	2.52	11,285	854	8.19%
2035	31,205	29,901	2.52	11,889	604	5.35%

^a Data for the year 2000 is based on the US Census. Data for the years 2005 through 2030 are estimates and projections from the Wisconsin Department of Administration. 2035 data was derived by the Village based on trend data and analysis completed by SEWRPC as part of the Multi-Jurisdictional Comprehensive Plan for Kenosha County as discussed in Appendix 2-3.

^b Excludes persons living in group quarters as defined by the U.S. Bureau of the Census, includes all people not living in households. Two general categories of people in group quarters are recognized: (1) the institutionalized population, which includes people under formally authorized, supervised care or custody in institutions at the time of enumeration (such as correctional institutions, nursing homes, and juvenile institutions), and (2) the noninstitutionalized population, which includes all people who live in group quarters other than institutions (such as college dormitories, military quarters, and group homes).

Source: U.S. Bureau of the Census, Wisconsin Department of Administration and Village of Pleasant Prairie

¹⁵ The methodology used by the Wisconsin Department of Administration was developed after a well-known cohort-component method using fertility, mortality, and migration rates of population change.

Household Income¹⁶

Income should be considered when developing policies intended to help provide housing units within a cost range affordable to all income groups. The 1999 annual household incomes in Pleasant Prairie and Kenosha County are shown in Table 2.11. The 1999 annual median income of all households in the Village was \$62,856 and in Kenosha County was \$46,970.

Table 2.12 sets forth historic median household income levels in the Village and Kenosha County from 1979 to 1999 in dollars reported and constant 1999 dollars. Reported household income in the Village has increased from \$25,251 in 1979 to \$62,856 in 1999 which is an increase of about 149%. When expressed in constant 1999 dollars, household income increased from \$58,384 to \$62,856 between 1979 and 1999, which is an increase of 7.7%. During the same time frame, between 1979 and 1999, the adjusted median household income increased in the County increased by 1.1%.

For additional information related to household trends in the Village and Kenosha County refer to the Housing Element (Chapter 3).

**TABLE 2.11
ANNUAL HOUSEHOLD INCOME: 1999**

	Pleasant Prairie		Kenosha County	
	Households	% of Total	Households	% of Total
Household Income Less than \$15,000	344	6.0	6,480	11.5
Household Income \$15,000 to \$24,999	428	7.5	6,896	12.3
Household Income \$25,000 to \$34,999	589	10.3	6,957	12.4
Household Income \$35,000 to \$49,999	738	12.9	9,300	16.6
Household Income \$50,000 to \$74,999	1,408	24.7	12,959	23.1
Household Income \$75,000 to \$99,999	1,067	18.7	7,445	13.3
Household Income \$100,000 to \$149,999	791	13.9	4,632	8.3
Household Income \$150,000 to \$199,999	152	2.7	746	1.3
Household Income \$200,000 Or More	190	3.3	678	1.2
Median Household Income (\$)	62,856		46,970	

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

¹⁶Households include persons who live alone; unrelated persons who live together, such as college roommates; and families. Persons not living in households are classified as living in group quarters, such as hospitals for the chronically ill, homes for the aged, correctional institutions, and college dormitories.

**TABLE 2.12
MEDIAN HOUSEHOLD INCOME: 1979 TO 1999**

	1979	1989	1999	% Change 1979 - 1999
Village of Pleasant Prairie				
Reported Dollars	25,251	40,145	62,856	148.9
Constant 1999 Dollars	58,384	54,402	62,856	7.7
Kenosha County				
Reported Dollars	20,084	30,638	46,970	133.9
Constant 1999 Dollars	46,437	41,519	46,970	1.1

Note: Constant 1999 Dollars have been adjusted for inflation.

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

Employment Trends, Characteristics and Projections

Employment opportunities are important to land use and public facility planning and related to the projected population and households in the Village. Historical employment trends and projections are provided below. Characteristics and other related information is discussed in greater detail in the Economic Development Element (Chapter 7).

Table 2.13 shows historical employment growth in the Village between 1970 and 2000. In 1970, there were about 1,715 jobs located in the Village, which represents about 4% of the total jobs in Kenosha County. Between 1970 and 2000, the number of jobs located in the Village had grown to nearly 11,000 jobs. The areas of greatest employment in the Village in 2000 were located within the Lake View Corporate Park, including Prime Outlets of Pleasant Prairie and commercial development along STH 50.

**TABLE 2.13
EMPLOYMENT GROWTH IN PLEASANT PRAIRIE**

Year	Number of Jobs
1970	1,715
1980	3,737
1990	4,411
2000	10,996

Source: U.S. Bureau of Economic Analysis and SEWRPC.

As shown on Table 2.14, the Village is projecting that the total number of jobs will increase by over 162% between 2000 and 2035 by adding over 17,000 jobs in the Village. Figure 2.3 illustrates the actual and projected job growth for Pleasant Prairie between 1970 and 2035. The 2035 employment projections for Kenosha County of 109,860 jobs is based on the projections selected by each community as part of the multi-jurisdictional plan as further described in the Economic Development Element (Chapter 7).

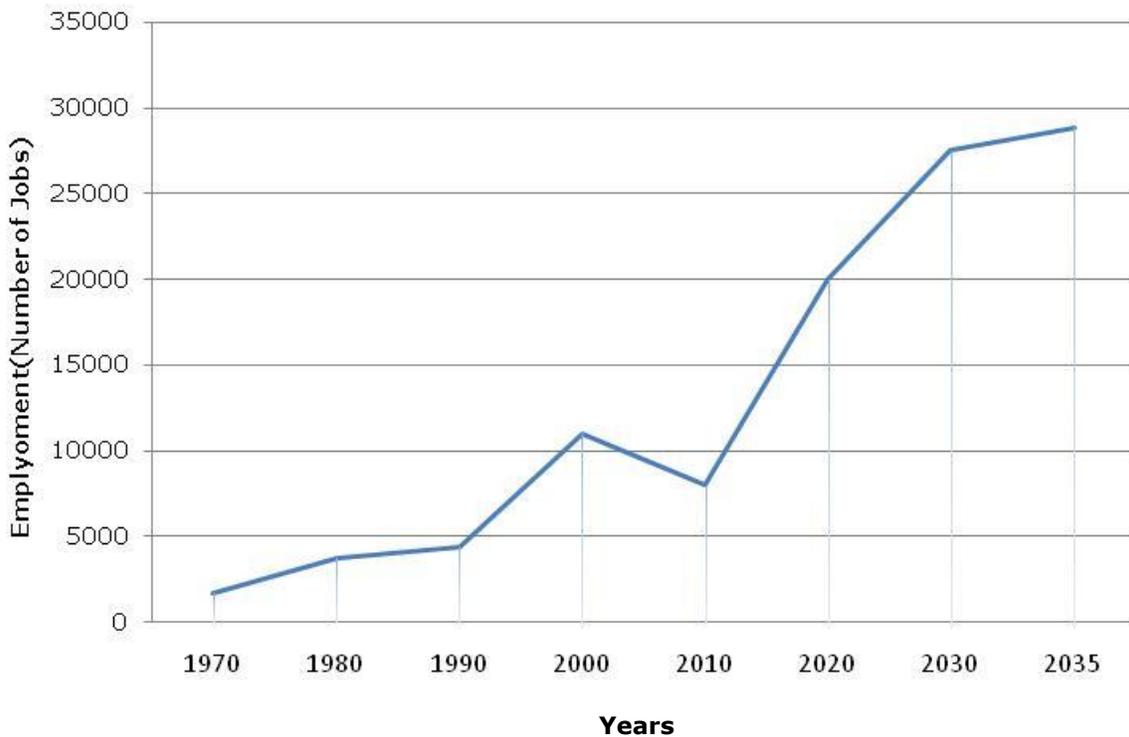


**TABLE 2.14
EMPLOYMENT PROJECTIONS: 2035**

Community	Total Employment (Jobs)			
	Actual 2000	Projected 2035	2000-2035 Change	
			Number	%
Pleasant Prairie	10,996	28,871	17,875	162.6
Kenosha County	68,654	109,860	41,204	60.0

Source: U.S. Bureau of Economic Analysis and SEWRPC.

**FIGURE 2.3
ACTUAL AND PROJECTED NUMBER OF JOBS IN PLEASANT PRAIRIE: 1970-2035^a**



^a Actual employment information from 1970 through 2000 provided by information from the U.S. Bureau of Economic Analysis and SEWRPC as shown on Table 2.13 and projections are based on trend data provided in Table 2.14.

Source: U.S. Bureau of Economic Analysis, SEWRPC and Village of Pleasant Prairie.