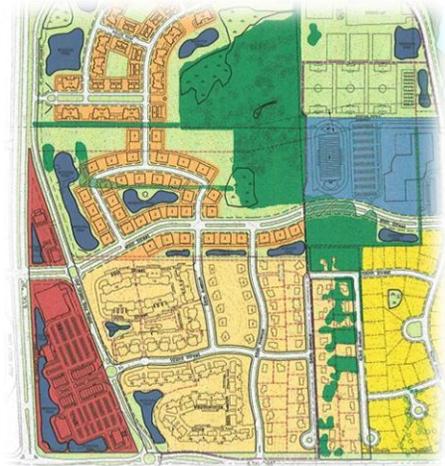


## CHAPTER 9

# LAND USE ELEMENT

The comprehensive planning legislation requires the plan to provide goals, objectives and recommendations to guide the future development and redevelopment of public and private property in the Village. The land use element shall contain a listing of the amount, type, intensity and net density of existing uses of land in the Village, such as agricultural, residential, commercial, industrial and other public and private uses. The element shall analyze trends in the supply, demand and price of land, opportunities for redevelopment including "Smart Growth Areas"<sup>1</sup> and shall identify existing and potential land use conflicts. The element shall contain projections, based on the background information specified in the Issues and Opportunities Element for the next 25 years, in 5-year increments, of future residential, agricultural, commercial and industrial land uses including the assumptions of net densities or other spatial assumptions upon which the projections are based. The element shall also include a series of maps that shows current land uses and future land uses that indicate productive agricultural soils, natural limitations for building site development, environmentally sensitive lands, the boundaries of areas to which services of public utilities and community facilities, and the general location of future land uses by net density or other classifications.



Portion of Highpoint Neighborhood Plan

This chapter includes an analysis of historical and existing land use conditions and trends. This chapter also describes the framework for development of the 2035 Land Use Plan and potential development techniques and tools which describes specific "Smart Growth Areas". In addition, this chapter presents the Village 2035 Land Use Plan Map which serves to support the goals and objectives set forth in other elements of the comprehensive plan and to provide a visual representation and summary of the comprehensive plan. This chapter also describes existing and potential conflicts among units of government related to the Village 2035 Land Use Plan map. Finally, this chapter outlines the land use goals, objectives and recommendations to guide the future development of public and private property in the Village through the comprehensive plan design year of 2035.

### **Land Use Goal:**

*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".*

<sup>1</sup> A "Smart Growth Area" is defined by the Wisconsin Statutes as "an area that will enable the development and redevelopment of lands with existing infrastructure and municipal, State, and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which have relatively low municipal, state governmental, and utility costs."

## EXISTING LAND USE CONDITIONS AND TRENDS

Section 66.1001 of the *Statutes* requires an analysis of past land use trends in addition to the inventory of existing land uses. The following sections present a historical inventory and an existing land uses and describes trends in land supply, land demand, and land price.

The Southeastern Wisconsin Regional Planning Commission (SEWRPC) utilizes an urban growth ring analysis and a land use inventory to collect data and monitor urban growth and development in the Region. The urban growth ring analysis delineates the outer limits of concentrations of urban development and depicts the urbanization of the Region over the past 150 years. The SEWRPC land use inventory is a more detailed inventory that places all land and water areas in the Region into one of 66 land use categories, providing a basis for analyzing specific urban and non-urban land uses. Both the urban growth ring analysis and the land use inventory for the Region have been updated to the year 2000 under the continuing regional planning program. In addition, the Village has prepared a land use map which documents existing development in the Village based on field investigation as of June 1, 2009.

### ***Urban Growth Ring Analysis and Historical Urban Growth in Pleasant Prairie***

The urban growth ring analysis shows the historical pattern of urban settlement, growth, and development of the Village since 1830 for selected points in time. Areas identified as urban under this time series analysis include portions of the Village where residential structures or other buildings were constructed in relatively compact areas, thereby indicating a concentration of residential, commercial, industrial, governmental, institutional, or other urban uses. These areas must be at least five (5) acres in size. In the case of residential uses, such areas must include at least 10 homes over a maximum distance of one-half mile along a linear feature such as a street or lakeshore, or at least 10 homes located in a relatively compact group within a residential subdivision. Uses such as cemeteries, airports, public parks, and golf courses do not meet the criteria as urban land uses because they lack the concentration of buildings or structures required. However, these land uses are identified as urban uses if they are surrounded on at least three (3) sides by urban land uses that do meet the above criteria.

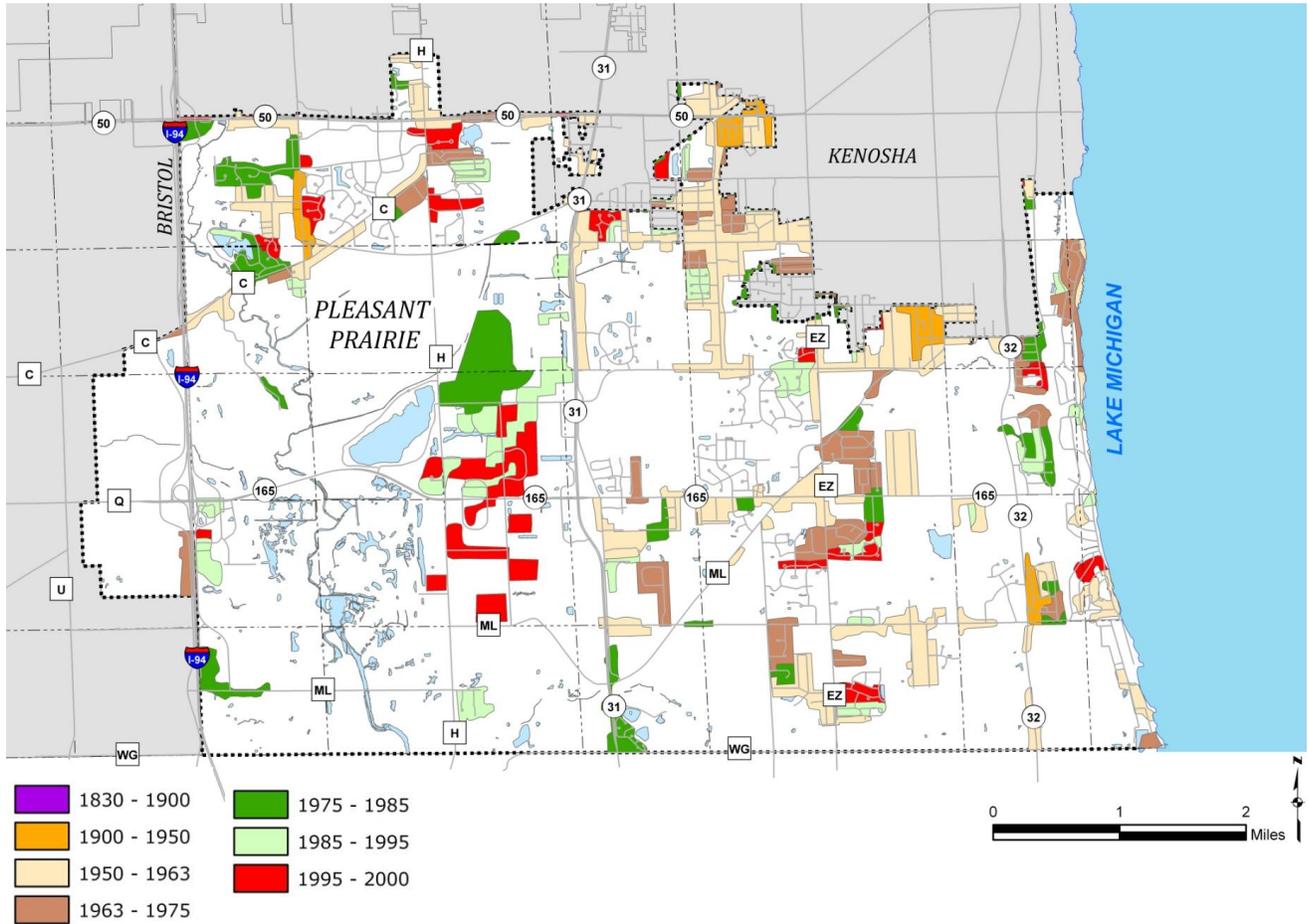
Historical urban growth in the Village between 1830 and 2000 pursuant to regional land use plans prepared by SEWRPC is shown on Map 9.1. Urban growth for the years prior to 1940 was identified using a variety of sources, including the records of local historical societies, subdivision plat records, farm plat maps, U.S. Geological Survey maps, and Wisconsin Geological and Natural History Survey records. Urban growth for the years 1950, 1963, 1975, 1985, 1995, and 2000 was identified using aerial photographs.

Urban development in Pleasant Prairie before 1900 was scattered throughout the community; however, no area meeting the minimum five acres and 10 homes over a distance of one-half mile along a linear feature as discussed above was present. Urban development between 1900 and 1950 also occurred along 104<sup>th</sup> Avenue between STH 50 and CTH C, along Sheridan Road north of 116<sup>th</sup> Street, south of STH 50 and east of Cooper Road, and south of 89<sup>th</sup> Street between 22<sup>nd</sup> and 26<sup>th</sup> Avenues as shown on Map 9.1. The period between 1950 and 1963 Pleasant Prairie saw considerable growth along major arterials and in neighborhoods in proximity to the City of Kenosha. Between 1963 and 1983 urban growth continued adjacent to the existing Village Hall and infill continued adjacent to the City of Kenosha.

Map 9.2 illustrates existing land uses in Pleasant Prairie in 1980 and the existing land uses in Pleasant Prairie in 1990 is shown on Map 9.3. Data related to the specific land uses in both 1980 and 1990 are shown in Table 9.1. Both the 1980 and 1990 existing land use maps illustrate the 2009 corporate limits of the Village, but the information in the tables are based on land area within the Village in each respective year.



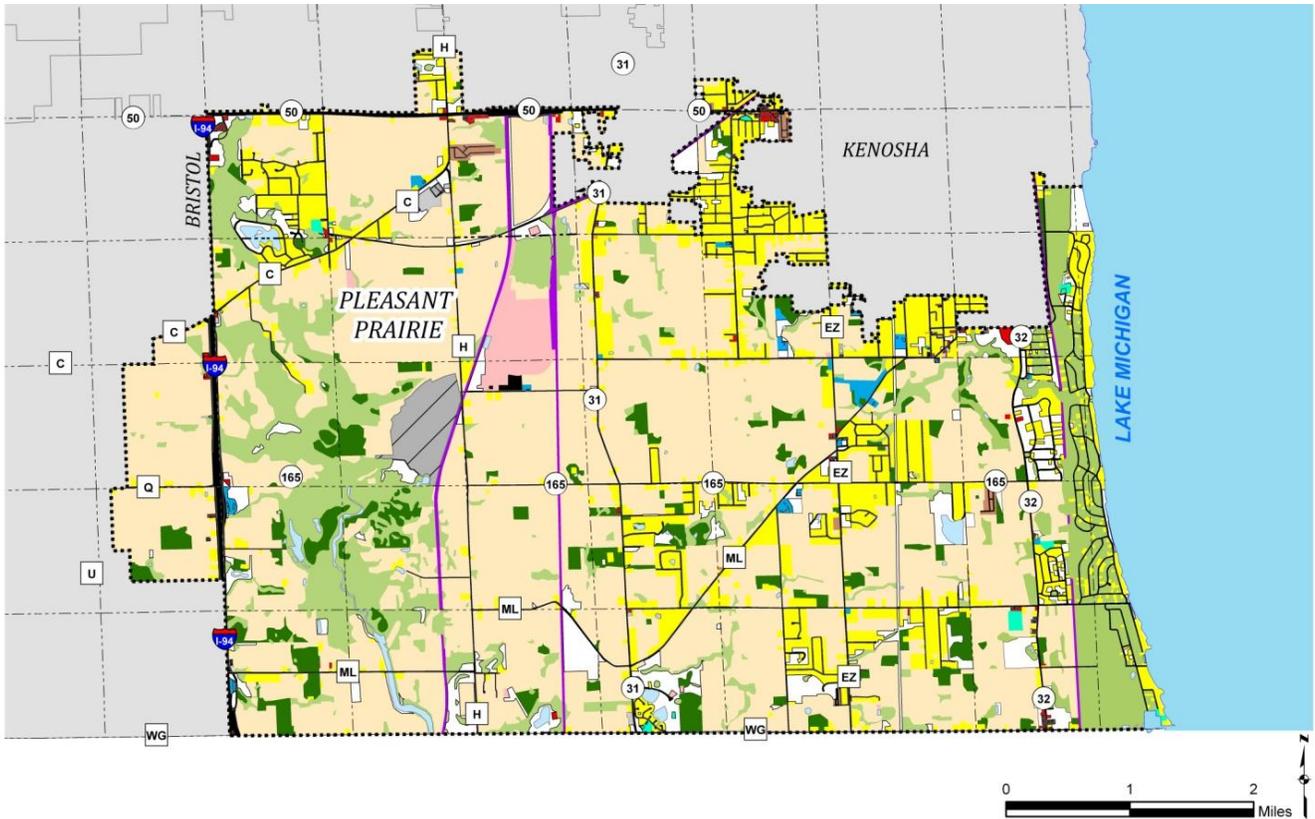
**MAP 9.1  
HISTORIC URBAN GROWTH: 1830 TO 2000**



Source: SEWRPC.



**MAP 9.2  
EXISTING LAND USES: 1980**

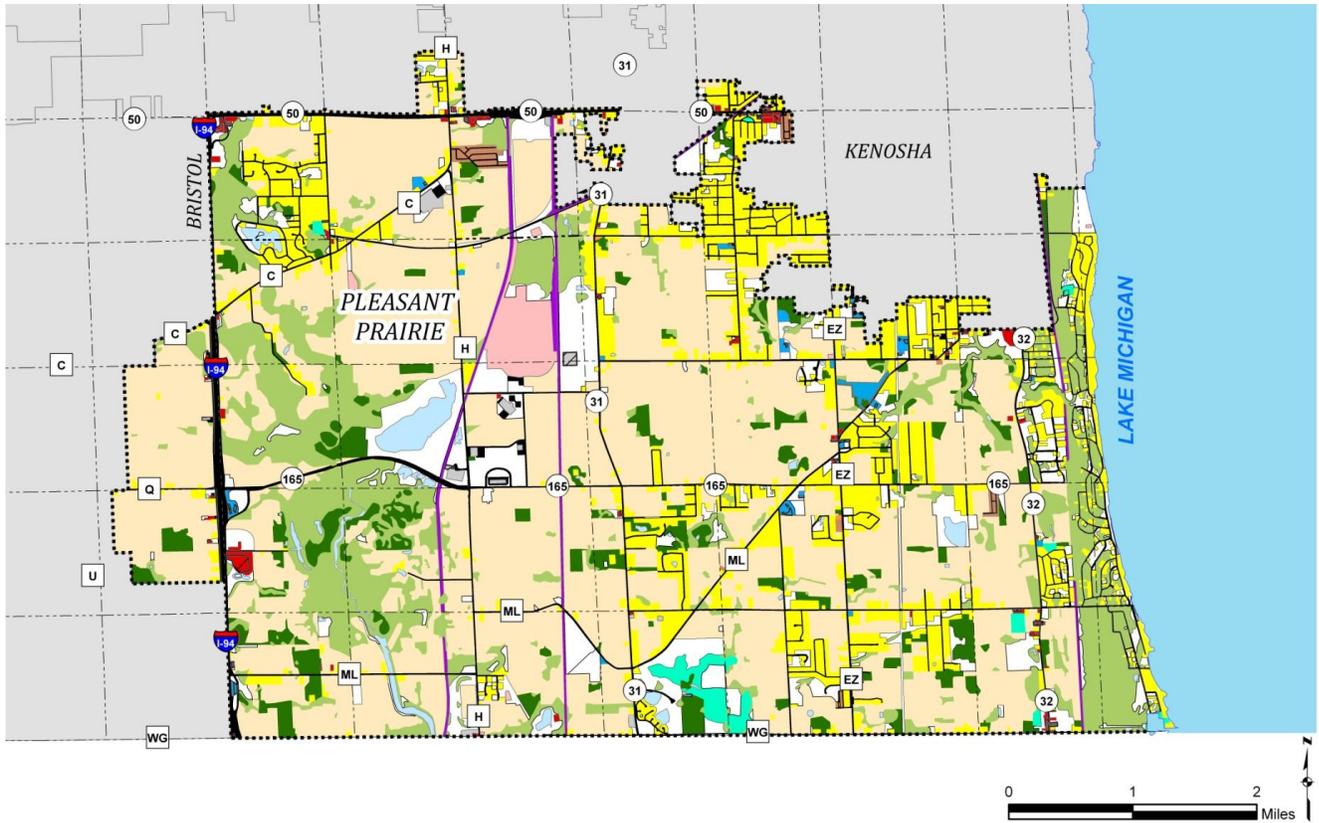


- |   |  |               |
|---|--|---------------|
| SINGLE - FAMILY RESIDENTIAL                 | RAILWAY  | WETLANDS      |
| TWO - FAMILY RESIDENTIAL                    | COMMUNICATIONS, UTILITIES AND OTHER TRANSPORTATION | WOODLANDS     |
| MULTI - FAMILY RESIDENTIAL AND MOBILE HOMES | GOVERNMENTAL AND INSTITUTIONAL                     | SURFACE WATER |
| COMMERCIAL                                  | RECREATIONAL                                       | EXTRACTIVE    |
| INDUSTRIAL                                  | AGRICULTURAL                                       | LANDFILL      |
| STREETS AND HIGHWAYS                        | OPEN LANDS   |               |

Source: SEWRPC.



**MAP 9.3  
EXISTING LAND USES: 1990**



- |   |  |   |
|---|--|---|
|  SINGLE - FAMILY RESIDENTIAL                 |  RAILWAY  |  WETLANDS      |
|  TWO - FAMILY RESIDENTIAL                    |  COMMUNICATIONS, UTILITIES AND OTHER TRANSPORTATION |  WOODLANDS     |
|  MULTI - FAMILY RESIDENTIAL AND MOBILE HOMES |  GOVERNMENTAL AND INSTITUTIONAL                     |  SURFACE WATER |
|  COMMERCIAL                                  |  RECREATIONAL                                       |  EXTRACTIVE    |
|  INDUSTRIAL                                  |  AGRICULTURAL                                       |  LANDFILL      |
|  STREETS AND HIGHWAYS                        |  OPEN LANDS   |   |

Source: SEWRPC.



**TABLE 9.1  
LAND USE: 1980 and 1990**

| Land Use Category                                    | Area (acres)  |                   |
|--|---------------|-------------------|
|  | 1980          | 1990 <sup>a</sup> |
| <b>URBAN LAND USES</b>                               |               |                   |
| <b>Residential</b>                                   |               |                   |
| Single-Family  | 2,899         | 2,674             |
| Two-Family   | 2             | 3                 |
| Multi-Family   | 7             | 9                 |
| Mobile Homes   | 55            | 56                |
| <b>Subtotal</b>                                      | <b>2,963</b>  | <b>2,742</b>      |
| <b>Commercial</b>                                    | 109           | 113               |
| <b>Industrial</b>                                    | 196           | 106               |
| <b>Transportation, Communications, and Utilities</b> |               |                   |
| Arterial Street Right-of-Ways                        | 427           | 417               |
| Non-arterial Street Right-of-Ways                    | 623           | 603               |
| Railroad Right-of-Ways                               | 296           | 227               |
| Communications, Utilities, and Other Transportation  | 301           | 288               |
| <b>Subtotal</b>                                      | <b>1,647</b>  | <b>1,535</b>      |
| <b>Governmental and Institutional</b>                | 140           | 115               |
| <b>Recreational</b>                                  | 38            | 152               |
| <b>URBAN SUBTOTALS</b>                               | <b>5,093</b>  | <b>4,763</b>      |
| <b>NONURBAN LAND USES</b>                            |               |                   |
| <b>Natural Resource Areas</b>                        |               |                   |
| Woodlands  | 979           | 945               |
| Wetlands   | 3,185         | 3,045             |
| Surface Water  | 204           | 287               |
| <b>Subtotal</b>                                      | <b>4,368</b>  | <b>4,277</b>      |
| Agricultural   | 12,274        | 9,499             |
| Extractive   | 265           | 0                 |
| Landfills  | 77            | 22                |
| Open Lands   | 1,258         | 1,967             |
| <b>NONURBAN SUBTOTALS</b>                            | <b>18,242</b> | <b>15,765</b>     |
| <b>TOTALS</b>  | <b>23,335</b> | <b>20,528</b>     |

<sup>a</sup>The decrease in the total area from 1980 to 1990 is a direct result of Pleasant Prairie's incorporation into a Village in 1989, which allowed the City of Kenosha and the Town of Somers to annex 1,500 acres of Pleasant Prairie.

Source: SEWRPC.

### **2000 Existing Land Use Map and Inventory**

Existing land uses in the Village in 2000 are shown on Map 9.4 and quantitatively summarized in Table 9.2. Map 9.4 reflects the actual use of land in the Village in 2000, rather than zoned or future planned land use.

The land use classification system used by SEWRPC to complete the 2000 land use inventory of the entire region consists of 66 categories and is detailed enough to provide a basis for developing future land use plans. Appendix 9-1 identifies each SEWRPC land use category, and indicates how the various categories were grouped to produce Map 9.4. Aerial photographs serve as the primary basis for SEWRPC identifying existing land uses, augmented by field surveys as appropriate. The maps and tables reflect the most recent SEWRPC regional land use inventory which was based on aerial photography taken in the spring of 2000. The total land use acreage in the tables reflects 2000 corporate limits, although Map 9.4 reflects 2009 corporate limits.

### **Land Use Trends between 1980 and 2000**

Land use trends were examined between 1980 and 2000. The acreage in various land use categories in the Village between 1980 and 2000 is shown on Table 9.3. In 1989, the Town of Pleasant Prairie incorporated into the Village of Pleasant Prairie and considerable growth occurred in the Village between 1990 and 2000. Table 9.4 illustrates the acreage and percentage change in each land use category between 1980 and 1990, between 1990 and 2000 and between 1980 and 2000.

Between 1980 and 2000, the amount of land used for urban uses, including residential, commercial, industrial, and transportation uses, increased by 1,076 acres, from 5,093 acres to 6,169 acres, or about 21%. The percentage of land classified as "nonurban" decreased by about 16% between 1980 and 2000. Most of the land developed for urban uses between 1980 and 2000 was converted from agricultural uses. The amount of land used for agriculture decreased by 4,306 acres, or by about 35% between 1980 and 2000.



*Orthophotograph of Prairie Ridge Subdivision under construction in the Spring of 1999*

**TABLE 9.2**  
**LAND USES: 2000<sup>a</sup>**

| Land Use Category <sup>b</sup>                                   | Acres         | % of Subtotal (Urban or Nonurban) | % of Total   |
|--|---------------|-----------------------------------|--------------|
| <b>URBAN LAND USES</b>   |               |                                   |              |
| <b>Residential</b>   |               |                                   |              |
| Single-Family <sup>c</sup>                                       | 2,903         | 47.0                              | 13.5         |
| Two-Family   | 2             | 0.0                               | 0.0          |
| Multi-Family   | 65            | 1.1                               | 0.3          |
| Mobile Homes   | 74            | 1.2                               | 0.3          |
| <b>Subtotal</b>  | <b>3,044</b>  | <b>49.3</b>                       | <b>14.2</b>  |
| Commercial   | 187           | 3.0                               | 0.9          |
| Industrial   | 435           | 7.1                               | 2.0          |
| <b>Transportation, Communications, and Utilities</b>             |               |                                   |              |
| Arterial Street Right-of-Ways                                    | 779           | 12.6                              | 3.6          |
| Nonarterial Street Right-of-Ways                                 | 789           | 12.8                              | 3.7          |
| Railroad Right-of-Ways   | 196           | 3.2                               | 0.9          |
| Communications, Utilities, and Other Transportation <sup>d</sup> | 283           | 4.6                               | 1.3          |
| <b>Subtotal</b>  | <b>2,047</b>  | <b>33.2</b>                       | <b>9.5</b>   |
| Governmental and Institutional <sup>e</sup>                      | 141           | 2.3                               | 0.7          |
| Recreational <sup>f</sup>  | 315           | 5.1                               | 1.5          |
| <b>Urban Subtotal</b>  | <b>6,169</b>  | <b>100.0</b>                      | <b>28.7</b>  |
| <b>NONURBAN LAND USES</b>  |               |                                   |              |
| <b>Natural Resource Areas</b>                                    |               |                                   |              |
| Woodlands  | 940           | 6.1                               | 4.4          |
| Wetlands   | 3,167         | 20.7                              | 14.8         |
| Surface Water  | 337           | 2.2                               | 1.6          |
| Subtotal   | 4,444         | 29.1                              | 20.7         |
| <b>Agricultural</b>  | <b>7,968</b>  | <b>52.1</b>                       | <b>37.1</b>  |
| <b>Open Lands<sup>g</sup></b>                                    | <b>2,883</b>  | <b>18.8</b>                       | <b>13.4</b>  |
| <b>Nonurban Subtotal</b>   | <b>15,295</b> | <b>100.0</b>                      | <b>71.3</b>  |
| <b>TOTAL</b>   | <b>21,464</b> | -                                 | <b>100.0</b> |

<sup>a</sup> As part of the regional land use inventory for the year 2000, the delineation of existing land use was referenced to real property boundary information not available for prior inventories. This change increases the precision of the land use inventory and makes it more usable to public agencies and private interests throughout the Region. As a result of the change, however, year 2000 land use inventory data are not strictly comparable with data from the prior inventories. At the county level, the most significant effect of the change is to increase the transportation, communication, and utilities category due to the use of actual street right-of-ways as part of the 2000 land use inventory, as opposed to the use of narrower estimated right-of-ways in prior inventories. This treatment of streets generally diminishes the area of adjacent land uses traversed by those streets in the 2000 land use inventory relative to prior inventories.

<sup>b</sup> Parking included in associated use.

**c** *Includes farm residences and land under development for single-family residential uses. Other farm buildings are included in the agricultural land use category.*

**d** *"Other Transportation" includes bus depots, airports, truck terminals, and transportation facilities not classified as street or railroad right-of-ways.*

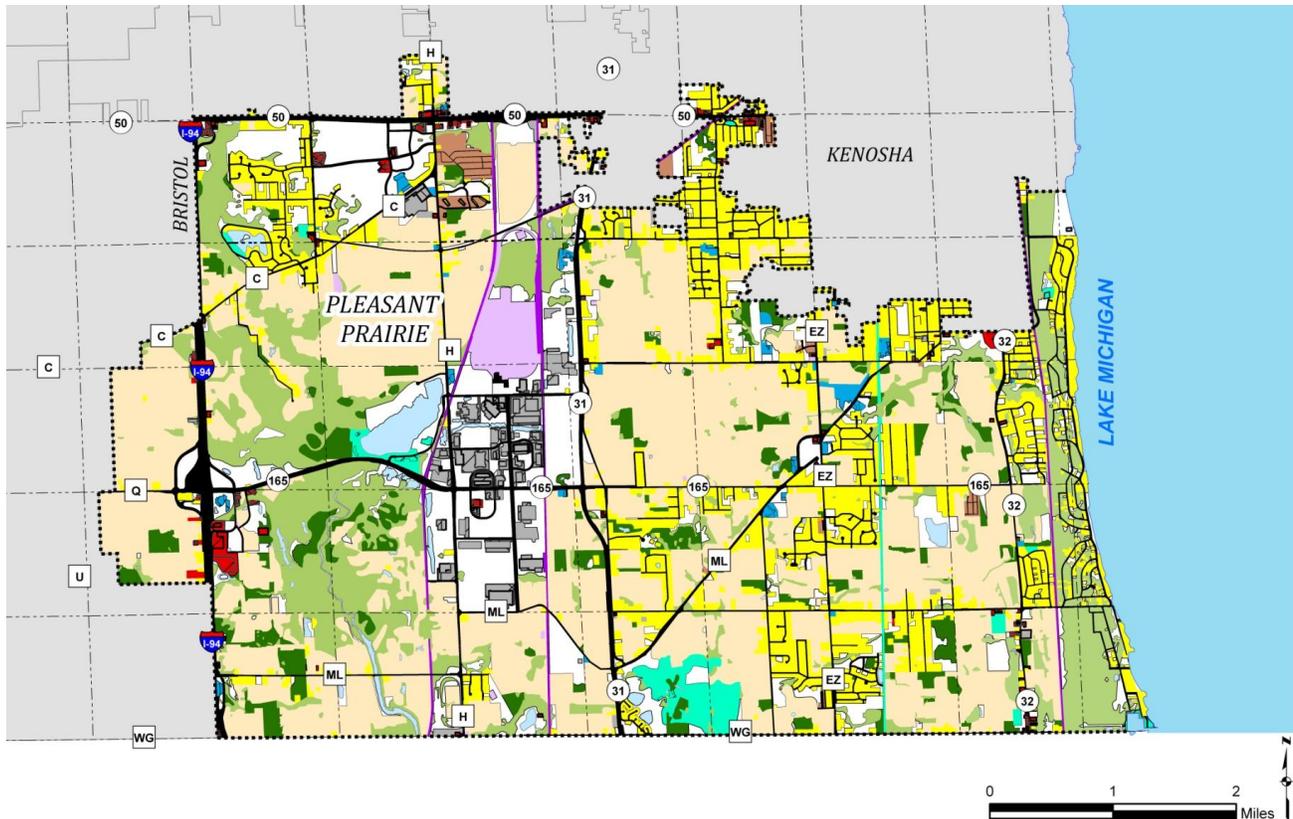
**e** *Includes public and private schools, government offices, police and fire stations, libraries, cemeteries, religious institutions, hospitals, nursing homes, and similar facilities.*

**f** *Includes only that land which is intensively used for recreational purposes.*

**g** *Open lands includes lands in rural areas that are not being farmed; land under development, except for single-family residential uses; and other lands that have not been developed including residual lands or outlots attendant to existing urban development that are not expected to be developed.*

*Source: SEWRPC 2000 land use inventory.*

**MAP 9.4  
EXISTING LAND USES: 2000**



- |   |  |               |
|---|--|---------------|
| SINGLE - FAMILY RESIDENTIAL                 | RAILWAY  | WETLANDS      |
| TWO - FAMILY RESIDENTIAL                    | COMMUNICATIONS, UTILITIES AND OTHER TRANSPORTATION | WOODLANDS     |
| MULTI - FAMILY RESIDENTIAL AND MOBILE HOMES | GOVERNMENTAL AND INSTITUTIONAL                     | SURFACE WATER |
| COMMERCIAL                                  | RECREATIONAL                                       | EXTRACTIVE    |
| INDUSTRIAL                                  | AGRICULTURAL                                       | LANDFILL      |
| STREETS AND HIGHWAYS                        | OPEN LANDS   |               |

Source: SEWRPC.



**TABLE 9.3**  
**LAND USE TRENDS IN THE VILLAGE OF PLEASANT PRAIRIE: 1980-2000<sup>a</sup>**

| Land Use Category                                    | Area (acres)  |                   |               |
|--|---------------|-------------------|---------------|
|  | 1980          | 1990 <sup>b</sup> | 2000          |
| <b>URBAN LAND USES</b>                               |               |                   |               |
| <b>Residential</b>                                   |               |                   |               |
| Single-Family  | 2,899         | 2,674             | 2,903         |
| Two-Family   | 2             | 3                 | 2             |
| Multi-Family   | 7             | 9                 | 65            |
| Mobile Homes   | 55            | 56                | 74            |
| <b>Subtotal</b>                                      | <b>2,963</b>  | <b>2,742</b>      | <b>3,044</b>  |
| <b>Commercial</b>                                    | 109           | 113               | 187           |
| <b>Industrial</b>                                    | 196           | 106               | 435           |
| <b>Transportation, Communications, and Utilities</b> |               |                   |               |
| Arterial Street Right-of-Ways                        | 427           | 417               | 779           |
| Non-arterial Street Right-of-Ways                    | 623           | 603               | 789           |
| Railroad Right-of-Ways                               | 296           | 227               | 196           |
| Communications, Utilities, and Other Transportation  | 301           | 288               | 283           |
| <b>Subtotal</b>                                      | <b>1,647</b>  | <b>1,535</b>      | <b>2,047</b>  |
| <b>Governmental and Institutional</b>                | 140           | 115               | 141           |
| <b>Recreational</b>                                  | 38            | 152               | 315           |
| <b>URBAN SUBTOTALS</b>                               | <b>5,093</b>  | <b>4,763</b>      | <b>6,169</b>  |
| <b>NONURBAN LAND USES</b>                            |               |                   |               |
| <b>Natural Resource Areas</b>                        |               |                   |               |
| Woodlands  | 979           | 945               | 940           |
| Wetlands   | 3,185         | 3,045             | 3,167         |
| Surface Water  | 204           | 287               | 337           |
| <b>Subtotal</b>                                      | <b>4,368</b>  | <b>4,277</b>      | <b>4,444</b>  |
| Agricultural   | 12,274        | 9,499             | 7,968         |
| Extractive   | 265           | 0                 | 0             |
| Landfills  | 77            | 22                | 0             |
| Open Lands   | 1,258         | 1,967             | 2,883         |
| <b>NONURBAN SUBTOTALS Subtotal</b>                   | <b>18,242</b> | <b>15,765</b>     | <b>15,295</b> |
| <b>TOTALS</b>  | <b>23,335</b> | <b>20,528</b>     | <b>21,464</b> |

<sup>a</sup> As part of the regional land use inventory for the year 2000, the delineation of existing land use was referenced to real property boundary information not available for prior inventories. This change increases the precision of the land use inventory and makes it more usable to public agencies and private interests throughout the Region. As a result of the change, however, year 2000 land use inventory data are not strictly comparable with data from the prior inventories. At the county level, the most significant effect of the change is to increase the transportation, communication, and utilities category due to the use of actual street right-of-ways as part of the 2000 land use inventory, as opposed to the use of narrower estimated right-of-ways in prior inventories. This treatment of streets generally diminishes the area of adjacent land uses traversed by those streets in the 2000 land use inventory relative to prior inventories.

<sup>b</sup> The decrease in the total area from 1980 to 1990 is a direct result of Pleasant Prairie's incorporation into a Village in 1989, which allowed the City of Kenosha and the Town of Somers to annex 1,500 acres of Pleasant Prairie.

Source: SEWRPC.



**TABLE 9.4**  
**CHANGES IN LAND USE IN THE VILLAGE OF PLEASANT PRAIRIE: 1980-2000<sup>a</sup>**

| Land Use Category                                   | Change in Area         |               |             |               |             |               |
|---|------------------------|---------------|-------------|---------------|-------------|---------------|
|   | 1980-1990 <sup>b</sup> |               | 1990-2000   |               | 1980-2000   |               |
|   | Acres                  | % Change      | Acres       | % Change      | Acres       | % Change      |
| <b>URBAN LAND USES</b>                              |                        |               |             |               |             |               |
| <b>Residential</b>                                  |                        |               |             |               |             |               |
| Single-Family                                       | -225                   | -7.8          | 229         | 8.6           | 4           | 0.1           |
| Two-Family  | 1                      | 50.0          | -1          | -33.3         | 0           | 0.0           |
| Multi-Family  | 2                      | 28.6          | 56          | 622.2         | 58          | 828.6         |
| Mobile Homes  | 1                      | 1.8           | 18          | 32.1          | 19          | 34.5          |
| <b>Subtotal</b>                                     | <b>-221</b>            | <b>-7.5</b>   | <b>302</b>  | <b>11.0</b>   | <b>81</b>   | <b>2.7</b>    |
| <b>Commercial</b>                                   | <b>4</b>               | <b>3.7</b>    | <b>74</b>   | <b>65.5</b>   | <b>78</b>   | <b>71.6</b>   |
| <b>Industrial</b>                                   | <b>-90</b>             | <b>-45.9</b>  | <b>329</b>  | <b>310.4</b>  | <b>239</b>  | <b>121.9</b>  |
| <b>Transportation, Utilities and Communications</b> |                        |               |             |               |             |               |
| Arterial Street Right-of-Ways                       | -10                    | -2.3          | 362         | 86.8          | 352         | 82.4          |
| Non-arterial Street Right-of-Ways                   | -20                    | -3.2          | 186         | 30.8          | 166         | 26.6          |
| Railroad Right-of-Ways                              | -69                    | -23.3         | -31         | -13.7         | -100        | -33.8         |
| Communications, Utilities & Other Transportation    | -13                    | -4.3          | -5          | -1.7          | -18         | -6.0          |
| <b>Subtotal</b>                                     | <b>-112</b>            | <b>-6.8</b>   | <b>512</b>  | <b>33.4</b>   | <b>400</b>  | <b>24.3</b>   |
| <b>Governmental and Institutional</b>               | <b>-25</b>             | <b>-17.9</b>  | <b>26</b>   | <b>22.6</b>   | <b>1</b>    | <b>0.7</b>    |
| <b>Recreational</b>                                 | <b>114</b>             | <b>300.0</b>  | <b>163</b>  | <b>107.2</b>  | <b>277</b>  | <b>728.9</b>  |
| <b>URBAN SUBTOTALS</b>                              | <b>-330</b>            | <b>-6.5</b>   | <b>1,40</b> | <b>29.5</b>   | <b>1,07</b> | <b>21.1</b>   |
| <b>NONURBAN LAND USES</b>                           |                        |               |             |               |             |               |
| <b>Natural Resource Areas</b>                       |                        |               |             |               |             |               |
| Woodlands   | -34                    | -3.5          | -5          | -0.5          | -39         | -4.0          |
| Wetlands  | -140                   | -4.4          | 122         | 4.0           | -18         | -0.6          |
| Surface Water                                       | 83                     | 40.7          | 50          | 17.4          | 133         | 65.2          |
| <b>Subtotal</b>                                     | <b>-91</b>             | <b>-2.1</b>   | <b>167</b>  | <b>3.9</b>    | <b>76</b>   | <b>1.7</b>    |
| <b>Agricultural</b>                                 | <b>-2,775</b>          | <b>-22.6</b>  | <b>-</b>    | <b>-16.1</b>  | <b>-</b>    | <b>-35.1</b>  |
| <b>Extractive</b>                                   | <b>-265</b>            | <b>-100.0</b> | <b>0</b>    | <b>--</b>     | <b>-265</b> | <b>-100.0</b> |
| <b>Landfills</b>                                    | <b>-55</b>             | <b>-71.4</b>  | <b>-22</b>  | <b>-100.0</b> | <b>-77</b>  | <b>-100.0</b> |
| <b>Open Lands</b>                                   | <b>709</b>             | <b>56.4</b>   | <b>916</b>  | <b>46.6</b>   | <b>1,62</b> | <b>129.2</b>  |
| <b>NONURBAN SUBTOTALS</b>                           | <b>-2,477</b>          | <b>-13.6</b>  | <b>-470</b> | <b>-3.0</b>   | <b>-</b>    | <b>-16.2</b>  |
| <b>TOTAL OF URBAN AND NON-URBAN LAND</b>            | <b>-2,807</b>          | <b>-12.0</b>  | <b>936</b>  | <b>4.6</b>    | <b>-</b>    | <b>-8.0</b>   |

<sup>a</sup> As part of the regional land use inventory for the year 2000, the delineation of existing land use was referenced to real property boundary information not available for prior inventories. This change increases the precision of the land use inventory and makes it more usable to public agencies and private interests throughout the Region. As a result of the change, however, year 2000 land use inventory data are not strictly comparable with data from the prior inventories. At the county level, the most significant effect of the change is to increase the transportation, communication, and utilities category due to the use of actual street right-of-ways as part of the 2000 land use inventory, as opposed to the use of narrower estimated right-of-ways in prior inventories. This treatment of streets generally diminishes the area of adjacent land uses traversed by those streets in the 2000 land use inventory relative to prior inventories.

<sup>b</sup> The decrease in the total area from 1980 to 1990 is a direct result of Pleasant Prairie's incorporation into a Village in 1989, which allowed the City of Kenosha and the Town of Somers to annex 1,500 acres of Pleasant Prairie land.

Source: SEWRPC.



### 2009 Existing Land Uses

In an effort to obtain the most current information available prior to developing the 2035 Land Use Plan, the 2000 Land Use Inventory prepared by SEWRPC as part of regional land use plans was updated by the Village to June 1, 2009 as part of this comprehensive planning process. Existing land uses in Pleasant Prairie as of June 1, 2009 are shown on Map 9.5 and quantitatively summarized in Table 9.5. Map 9.5 reflects the actual land uses as of June 1, 2009, rather than zoning or future planned land use. Figure 9.1 illustrates the breakdown of all urban and nonurban land uses in the Village as of June 1, 2009. The 2009 Village Existing Land Use inventory is intended to serve as a relatively precise record of land use.

The 2009 Existing Land Use Inventory Map 9.5 differs somewhat from the land use inventories conducted by SEWRPC in 2000 and prior years. The 2009 inventory is therefore not directly comparable to earlier SEWRPC land use inventories.

Agricultural uses are shown on the 2009 Inventory Map 9.5 include lands used for agricultural purposes only. The 2009 Inventory Map 9.5 identifies entire parcels used for residential uses, where residential use is the only use of the property, based on the issuance of building permits prior to June 1, 2009 and includes portions of other properties uses for residential purposes. Industrial, commercial, government and institutional land uses include the entire parcel if the majority of a parcel was developed including the required open space, parking facilities and stormwater facilities or if a building permit was issued prior to June 1, 2009. In prior inventories conducted by SEWRPC, areas devoted to landscaping and other open space on residential lots larger than approximately two (2) acres and on industrial, commercial, government and institutional properties were coded as "open lands".



*Farm land and buildings on Old Green Bay Rd.*

The 2009 Existing Land Use Map 9.5 also identifies urban lands under development. Residential lands under development include platted residential subdivisions where the installation of public improvements has commenced, including platted lots wherein building permits have not yet been issued as of June 1, 2009. Industrial, commercial, government and institutional lands under development includes property within LakeView Corporate Park and Prairie Ridge where all required public improvements have been installed; however, building permits have not been issued as of June 1, 2009.



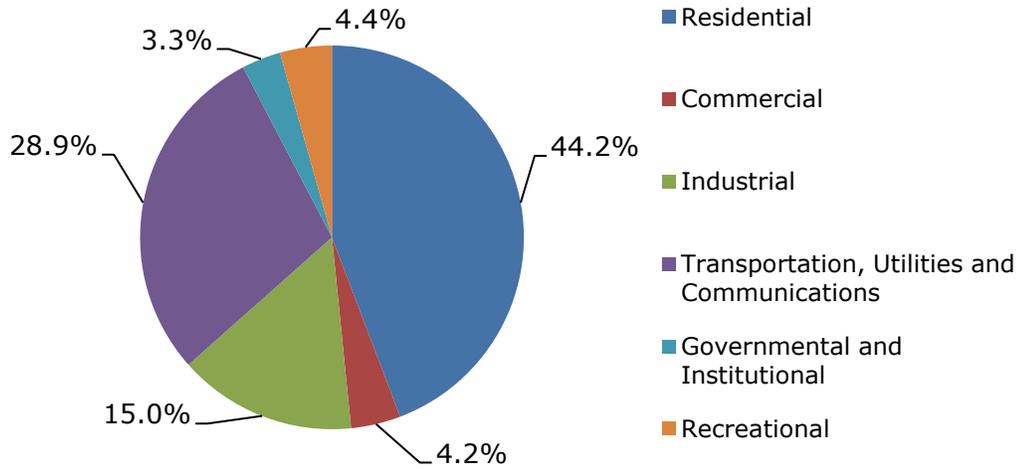
*Village Green Heights under construction*



*Uline Corporate Office under construction*

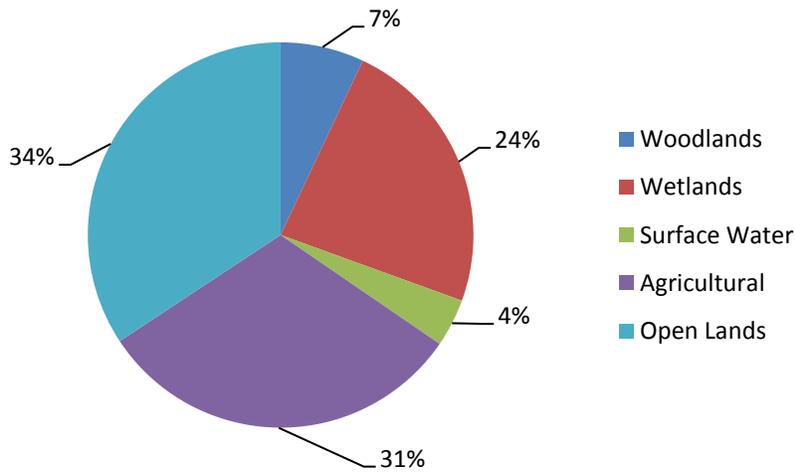
**FIGURE 9.1**

**URBAN EXISTING LAND USES: JUNE 1, 2009**



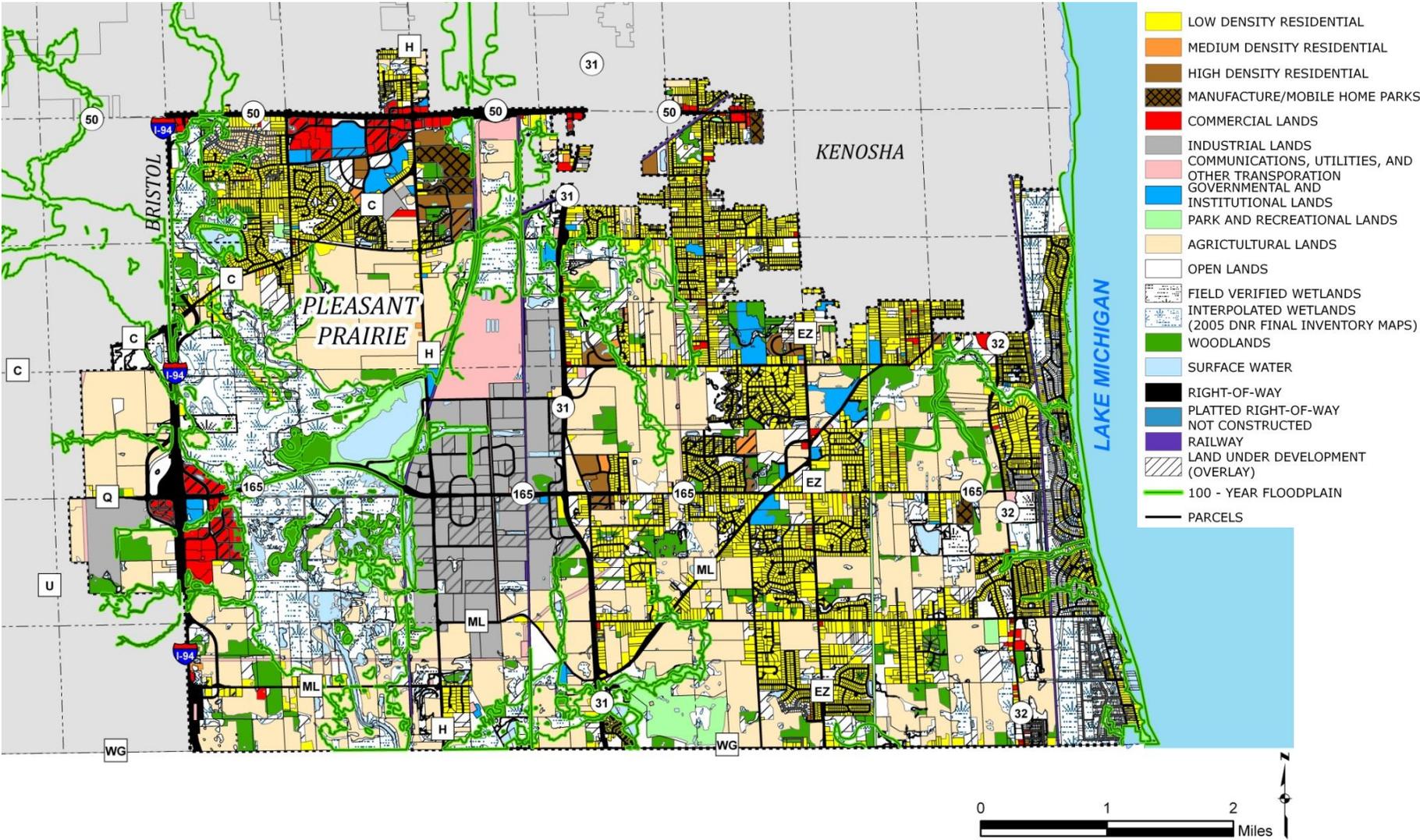
*Note: Totals include lands development and lands under development.*

**NONURBAN EXISTING LAND USES: JUNE 1, 2009**



*Source: Village of Pleasant Prairie.*

**MAP 9.5**  
**2009 EXISTING LAND USE INVENTORY MAP**



Source: Village of Pleasant Prairie.



**TABLE 9.5  
EXISTING LAND USES: JUNE 1, 2009**

| Land Use Category                                   | 2009             |                         |                                 |
|---|------------------|-------------------------|---------------------------------|
|   | Area<br>(acres)  | % of Urban<br>Land Uses | % of Total<br>Area <sup>b</sup> |
| <b>URBAN LAND USES</b>                              |                  |                         |                                 |
| <b>Residential<sup>a</sup></b>                      |                  |                         |                                 |
| Single-Family                                       | 3,565.8          | 39.9                    | 16.6                            |
| Two-Family  | 82.2             | 0.9                     | 0.4                             |
| Multi-Family  | 193.4            | 2.2                     | 0.9                             |
| Manufactured/Mobile Homes Parks                     | 114.6            | 1.3                     | 0.5                             |
| <b>Subtotal</b>                                     | <b>3956.0</b>    | <b>44.2</b>             | <b>18.4</b>                     |
| <b>Commercial<sup>a</sup></b>                       | 375.0            | 4.2                     | 1.7                             |
| <b>Industrial<sup>a</sup></b>                       | 1,344.8          | 15.0                    | 6.3                             |
| <b>Transportation, Utilities and Communications</b> |                  |                         |                                 |
| Right-of-Ways-Constructed                           | 1806.5           | 20.2                    | 8.4                             |
| Right-of-ways Not Constructed                       | 96.7             | 1.1                     | 0.5                             |
| Railroad Right-of-Ways                              | 191.2            | 2.1                     | 0.9                             |
| Communications, Utilities, and Other Transportation | 491.0            | 5.5                     | 2.3                             |
| <b>Subtotal</b>                                     |                  |                         |                                 |
| <b>Governmental and Institutional<sup>a</sup></b>   | 294.7            | 3.3                     | 1.4                             |
| <b>Recreational</b>                                 | 391.1            | 4.4                     | 1.8                             |
| <b>URBAN SUBTOTALS</b>                              | <b>8,947.0</b>   | <b>100.0</b>            | <b>41.6</b>                     |
| <b>NONURBAN LAND USES</b>                           |                  |                         |                                 |
| <b>Natural Resource Areas</b>                       |                  |                         |                                 |
| Woodlands   | 1,151.1          | 7.0                     | 5.4                             |
| Wetlands  | 3,860.4          | 23.5                    | 18.0                            |
| Surface Water                                       | 660.1            | 4.0                     | 3.1                             |
| <b>Subtotal</b>                                     | <b>5,671.6</b>   | <b>34.6</b>             | <b>26.4</b>                     |
| <b>Agricultural</b>                                 | 5112.1           | 31.2                    | 23.8                            |
| <b>Extractive Sites</b>                             | 0.0              | 0.0                     | 0.0                             |
| <b>Open Lands</b>                                   | 5627.1           | 34.3                    | 26.2                            |
| <b>NONURBAN SUBTOTALS</b>                           | <b>16,410.8.</b> | <b>100.0</b>            | <b>76.4</b>                     |

<sup>a</sup>Totals include lands development and lands under development. For a breakdown of land development and land under development see Figures 9.2 and 9.3.

<sup>b</sup>The total land area of the Village of Pleasant Prairie in 2009 is 21,484.5 acres. Nonurban categories are not mutually exclusive therefore the total urban and non urban areas are greater than the total area of the Village.

Source: Village of Pleasant Prairie.

**2009 Existing Urban Land Uses**

Urban land uses consist of residential; commercial; industrial; governmental and institutional; recreational and transportation, communication, and utility uses. As indicated in Table 9.5 and on Map 9.5, urban land uses encompassed about 8,947 acres, or 42% of the Village, in 2009.

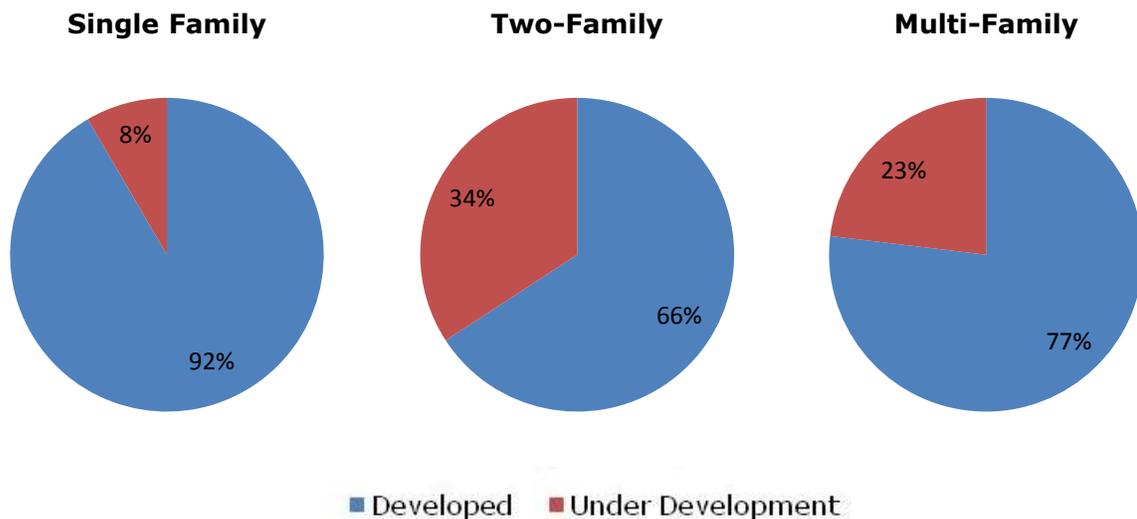
**Residential**

Residential land comprised the largest urban land use category in the Village, encompassing about 3,956 acres, or 44% of all urban land and 18% of the total Village in 2009. The land use inventory identifies single-family, two-family, and multi-family structures and manufactured/ mobile home parks. Of the land developed for residential uses, about 40% consisted of single-family homes, less than 1% consisted of two-family dwellings, and multi-family dwellings (three or more dwellings in a building) consisted of about 2% of land developed for residential uses. Manufactured/ mobile home parks occupied about 1% of the Village. Figure 9.2 shows that 3,584 acres or 91% of the total residential land uses have been developed and about 372 acres or 9% of total residential land uses were under development on June 1, 2009 in the Village.



*Home under construction in Pleasant Prairie*

**FIGURE 9.2  
RESIDENTIAL LAND DEVELOPMENT COMPARED TO RESIDENTIAL LAND UNDER DEVELOPMENT: JUNE 2009**



*Commercial*

Commercial land encompassed about 375 acres or 4% of all urban land and 2% of the total Village in 2009. Figure 9.3 shows that nearly 59% of the total 221 acres of commercial land uses have been developed and about 154 acres or 41% of total commercial land uses were under development on June 1, 2009 in the Village. Commercial areas in the Village are generally located along STH 50 and adjacent to I-94 at STH 50 and STH 165.



*Shoppes at Prairie Ridge*

*Industrial*

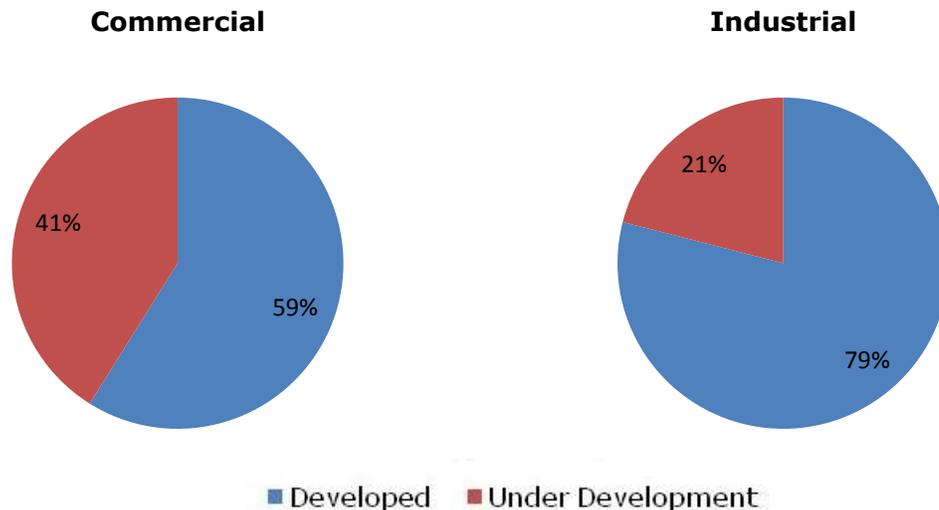
Industrial land encompassed about 1,345 acres, or 15% of all urban land and 6% of the total Village in 2009. A majority of the industrial land in the Village is concentrated in LakeView and PrairieWood Corporate Parks. Figure 9.3 shows that about 1,062 acres or 79% of the total industrial land uses have been developed and about 282 acres or 21% of total industrial land uses were under development on June 1, 2009 in the Village.



*U-Line Distribution Warehouse in LakeView Corporate Park*

**FIGURE 9.3**

**COMMERCIAL AND INDUSTRIAL LAND DEVELOPMENT COMPARED TO COMMERCIAL AND INDUSTRIAL LAND UNDER DEVELOPMENT: JUNE 2009**



### *Transportation, Communication, and Utilities*

Land used for transportation, utilities, and communications facilities comprised the second largest urban land use category in 2009. These uses encompassed about 2,584 acres, or 29% of all urban land and about 12% of the total Village. Streets encompassed about 1,913 acres, or 21% of the Village and railroad right-of-ways encompassed about 191 acres, or less than 1% of the Village.

This land use category also includes other transportation, communication and utilities such as water storage tanks, water towers, sewerage treatment facilities, lift stations, transmission lines, cell tower sites, a radio station and the Wisconsin Department of Transportation Weigh Station. The largest land area included in this category for utilities is the Pleasant Prairie Power Plant owned by We Energies and the associated boiler and coal ash landfill site that encompasses approximately 340 acres in 2009.



*Streets Division seal coating a Village street*

### *Governmental and Institutional*

Land used for government and institutional uses encompassed about 295 acres, or 3% of all urban land and 1% of the Village in 2009. Governmental and institutional lands in the Village generally accommodate the Village Municipal Building, Roger Prange Municipal Building, two (2) Fire & Rescue Stations, Village of Pleasant Prairie Post Office, Wisconsin Visitors Center, St. Catherine's Hospital, public and private schools, day care facilities, assisted living facilities, nursing homes, hospice facilities, churches and cemeteries.



*Village Fire Station #2*

### *Recreational*

Recreational land encompassed about 391 acres, or 4% of all urban land and nearly 2% of the total Village in 2009. Recreational land includes Village parks or portions of parks that have been developed with facilities such as playgrounds, major trails, baseball and softball diamonds, soccer fields and other playfields, golf ranges, golf courses. This does not include any of the associated natural features within the recreational areas. These natural areas as included in the open space category in the nonurban category as discussed below.



*Pleasant Prairie Park*

### **2009 Existing Nonurban Land Uses**

Nonurban land uses consist of agricultural lands; natural resource areas, including surface waters, wetlands, and woodlands; other open space; and other open land where no uses including agricultural uses are located. As indicated in Table 9.5 and on Map 9.5, nonurban land uses encompassed about 16,411 acres or 76% of the Village in 2009.

#### *Agricultural Lands*

Agricultural uses encompassed about 5,112 acres or 31% of nonurban land uses and 24% of the total Village. Agricultural lands include all croplands, pasture lands, orchards, nurseries, and nonresidential farm buildings.

#### *Natural Resource Areas*

Natural resource areas, consisting of surface water, wetlands, and woodlands, combined to encompass about 5,671.6 acres or 35% of nonurban land uses and 26% of the total Village in 2009. Natural resource areas are located throughout the Village. This map does not indicate lands located within the 100-year floodplain. A complete inventory of natural resource areas is included in the Agricultural, Natural and Cultural Resources Element (Chapter 6).

#### *Extractive Sites (Non-metallic mining sites)*

In 2009 there were no active extractive sites<sup>2</sup> located within the Village.

#### *Open Lands*

Open lands encompassed about 5,627 acres, or 34% of nonurban land and 26% of the total Village, in 2009. Open lands include lands that are not being farmed, and other lands that have not been developed including wetlands. Examples of lands in the latter category include undeveloped portions of residential subdivisions where public improvements have not been approved and/or a final plat has not been approved; areas where land is not being used for agricultural purposes; and residential lots that exceed five (5) acres where the entire parcel is not being used for residential purposes.



*Farmland in Pleasant Prairie*



*Des Plaines River*

### **LAND SUPPLY AND DEMAND**

The land use trends in the Village as discussed above indicate that there is a decreasing supply of land for agricultural use and a demand for additional land to accommodate urban land uses and the transportation infrastructure for which it services. In particular adequate land needs to be identified to accommodate the projected increase of about 6,070 additional households and 17,875 additional jobs (See Tables 2.10 and 2.14 in Chapter 2) expected in the Village between 2000 and 2035.

<sup>2</sup> An extractive site is defined as an open pit from which stone, sand, gravel, or fill is extracted. Such areas are also referred to as nonmetallic mining sites.

## LAND PRICE

Equalized value trends by real estate class in the Village in 2003 and 2007 are set forth in Table 9.6, and the change in equalized values between 2003 and 2007 are shown in Table 9.7. Residential and commercial properties in the Village experienced the greatest increase in equalized value, with an increase of about 59% and 53%, respectively. Manufacturing properties experienced an increase of about 15% over the same period. Agricultural land and undeveloped land also experienced increases in value between 2003 and 2007. Agricultural land increased about 30% and undeveloped lands increased about 21% in value. The Village experienced an overall increase in equalized value of about 52% between 2003 and 2007, which was above the 46% and 39% increase County-wide and State-wide, respectively, over the same period.

**TABLE 9.6  
EQUALIZED VALUE BY REAL ESTATE CLASS: 2003 and 2007**

| Real Estate Class    | Statement of Equalized Values 2003 |                     |                       |                       |
|----------------------|------------------------------------|---------------------|-----------------------|-----------------------|
|                      | Acres                              | Land                | Improvements          | Total                 |
| <b>Residential</b>   | 5,530                              | \$329,108,200       | \$805,203,800         | \$1,134,312,000       |
| <b>Commercial</b>    | 1,928                              | 132,886,300         | 237,263,300           | 370,149,600           |
| <b>Manufacturing</b> | 477                                | 44,002,900          | 186,669,300           | 230,672,200           |
| <b>Agricultural</b>  | 6,273                              | 1,101,100           | N/A                   | 1,101,100             |
| <b>Undeveloped</b>   | 1,802                              | 3,148,600           | N/A                   | 3,148,600             |
| <b>Forest</b>        | 363                                | 1,382,700           | N/A                   | 1,382,700             |
| <b>Other</b>         | 49                                 | 909,000             | 1,202,100             | 2,111,100             |
| <b>TOTAL</b>         | <b>16,422</b>                      | <b>\$512,538,80</b> | <b>\$1,230,338,50</b> | <b>\$1,742,877,30</b> |

| Real Estate Class            | Statement of Equalized Values 2007 |                      |                       |                       |
|------------------------------|------------------------------------|----------------------|-----------------------|-----------------------|
|                              | Acres                              | Land                 | Improvements          | Total                 |
| <b>Residential</b>           | 5,345                              | \$538,019,200        | \$1,263,926,000       | \$1,801,945,200       |
| <b>Commercial</b>            | 1,949                              | 211,901,900          | 352,957,300           | 564,859,200           |
| <b>Manufacturing</b>         | 454                                | 57,885,300           | 208,325,600           | 266,210,900           |
| <b>Agricultural</b>          | 5,737                              | 1,426,300            | N/A                   | 1,426,300             |
| <b>Undeveloped</b>           | 2,253                              | 3,793,300            | N/A                   | 3,793,300             |
| <b>Ag Forest<sup>a</sup></b> | 276                                | 1,195,500            | N/A                   | 1,195,500             |
| <b>Forest<sup>a</sup></b>    | 12                                 | N/A                  | N/A                   | N/A                   |
| <b>Other</b>                 | 28                                 | 837,200              | 225,100               | 1,062,300             |
| <b>TOTAL</b>                 | <b>16,054</b>                      | <b>\$815,058,700</b> | <b>\$1,825,434,00</b> | <b>\$2,640,492,70</b> |

<sup>a</sup>In 2005, the Department of Revenue added "Ag Forest" as a new Real Estate Class. As a result, most of the lands classified as "Forest" in 2003 were added to the new "Ag Forest" class in 2007. As shown in the table, this resulted in a loss of acreage in the "Forest" classification in 2007.

Source: Wisconsin Department of Revenue and SEWRPC.

**TABLE 9.7**  
**CHANGE IN EQUALIZED VALUE BY REAL ESTATE CLASS BETWEEN 2003 and 2007**

| Real Estate Class            | Change in Equalized Value 2003 and 2007 |             |
|------------------------------|---|-------------|
|                              | Number                                  | Percent     |
| <b>Residential</b>           | \$667,633,200                           | 58.9        |
| <b>Commercial</b>            | 194,709,600                             | 52.6        |
| <b>Manufacturing</b>         | 35,538,700                              | 15.4        |
| <b>Agricultural</b>          | 325,200                                 | 29.5        |
| <b>Undeveloped</b>           | 644,700                                 | 20.5        |
| <b>Ag Forest<sup>a</sup></b> | 1,195,500                               | --          |
| <b>Forest</b>                | -1,382,700                              | -100.0      |
| <b>Other</b>                 | -1,048,800                              | -49.7       |
| <b>TOTAL</b>                 | <b>\$897,615,400</b>                    | <b>51.5</b> |

<sup>a</sup>In 2005, the Department of Revenue added "Ag Forest" as a new Real Estate Class. As a result, most of the lands classified as "Forest" in 2003 were added to the new "Ag Forest" class in 2007. As shown in the table, this resulted in a loss of acreage in the "Forest" classification in 2007.

Source: Wisconsin Department of Revenue and SEWRPC.

## 2035 LAND USE PLAN

### **Background data and maps**

The Village 2035 Land Use Plan Map sets forth the desired development pattern for the Village over the comprehensive planning period. The Land Use Plan Map is designed to accommodate projected population, household, and employment growth; provide for the infrastructure and community facilities required to serve residential, commercial, park and recreational, institutional and industrial uses; to protect the Village's natural resources; and to allow agricultural uses to continue until the property owner wishes to development their land for urban purposes. Chapters 3 through 8 provide background data and maps used to update the Villages 2010 Land Use Plan to the Village's 2035 Land Use Plan Map. In addition, the comprehensive planning law specifically requires that the following maps be included in the Land Use Element:

- **Environmentally Sensitive Areas:** Environmentally sensitive areas include primary environmental corridors, secondary environmental corridors, isolated natural resource areas, natural areas, critical species habitat sites, critical aquatic habitat sites, surface waters, wetlands, woodlands, 100-year floodplains, and a significant geological site. Detailed inventory maps of these environmentally sensitive areas and recommendations for the protection and management of these resources are included in Agricultural, Natural, and Cultural Resources Element (Chapter 6).
- **Potential Natural Limitations to Building Site Development:** In addition to the environmentally sensitive areas described above, several other natural resource features that may limit development also identified and inventoried in the Agricultural, Natural, and Cultural Resources Element (Chapter 6) include Lake Michigan bluffs, slopes of 12% or greater, severe wet soils (hydric soils), severe structural soils, and surface water. Additional constraints to development or special circumstances that must also be carefully addressed when a parcel is developed include transitional landfills, former landfills, and solid waste disposal sites as inventoried and discussed in the Economic

Development Element (Chapter 7). All of these conditions or features affect the construction costs of urban development, and may limit the location of buildings, pavement, and utilities.

Although not a “natural” limitation to development, the Environmental Impact Statement (EIS) prepared for the I-94 North-South construction project identified future noise levels within approximately 900 feet of the freeway as a concern. The Wisconsin Department of Transportation (WisDOT) determined that noise barriers would not be feasible along the freeway in Kenosha County, but recommended that the County and local governments consider requiring noise mitigation for future development along the freeway. High noise levels are of most concern when residential uses and hotels are proposed along the freeway. Retail, office, warehousing, manufacturing, and agricultural uses are less sensitive to highway traffic noise. Site design techniques, such as providing open space, parking areas, and/or berms between the freeway and buildings may decrease noise levels. Building design and materials, such as avoiding windows facing the freeway and use of sound-absorbing insulation, can also be used to decrease noise levels. Consideration should also be given to requiring a landscaped buffer to provide visual screening between the freeway and urban development on adjacent parcels.

- **Utilities and Community Services:** The comprehensive planning law requires the land use element to include maps showing boundaries of areas to which public utility and community services will be provided by the plan design year. All such facilities were inventoried and discussed in detail within the Utilities and Community Facilities Element (Chapter 5).
- **Productive Agricultural Soils:** Agricultural soil capability classes and agricultural soil land evaluation (LE) scores for soils in the Village as determined by the USDA-Natural Resources Conservation Service are shown in the Agricultural, Natural, and Cultural Resources Element (Chapter 6).

Since the majority of the Village is located within sewer and water urban service areas, Agricultural lands within the Village are only intended to remain in agricultural uses until the property owner wishes to development their land for urban purposes. It is anticipated that these uses will be converted to urban uses by 2035. In 2009, the Village is aware of one (1) property owner that is involved in the Farmland Preservation Program and it is intended that this property will remain in agricultural uses for the next 20 years; however, if the property owner decides to develop this land for urban purposes the Village shall promptly evaluate the land use plan and designate the appropriate land use designation on the property.

In addition, the consistency requirement in Section 66.1001(3) of the comprehensive planning law states that any local government that engages in official mapping, general or shoreland zoning, or subdivision regulation must carry out those actions in a way that is consistent with “that local governmental unit’s<sup>3</sup> comprehensive plan.” This requirement applies most directly to the land use element, and the Village 2035 Land Use Plan. Although subdivision and official mapping ordinances can also regulate the use of land, zoning is the primary regulatory tool used by local governments to determine and control land use.

### **Urban Service Areas**

Urban service areas are locations in the Village that are currently served, or have the capacity and are eventually planned to be served, by a public sanitary sewer system and public water

<sup>3</sup> Section 66.1001(1)(b) of the *Statutes* defines a “local governmental unit” as a city, village, town, county, or regional planning commission.



systems. Urban service areas allow for relatively dense residential, commercial, and industrial uses, which characterize urban areas. Urban service areas are also typically served by public parks, middle and high schools, and shopping areas. All urban service areas have portions of their areas that do not provide sewer and water services; however, sewer services are planned to be provided to all areas within a sewer service area within a maximum 20-year period as urban land uses are developed in the Village municipal sewer and water as required by Village Ordinances. The entire Village with the exception of approximately 4,889 acres or 23% of the land which is located within primary environmental corridors and land adjacent to Lake Michigan are located within the sewer service area and water service areas as shown on Maps 5.2 and 5.5 in the Utility and Community Facilities Element (Chapter 5).

### ***Neighborhood and Special District Planning***

Although land use patterns essentially establish the general character of an area, attention paid to detailed layout and design of developments is also crucial to preserve or achieve the appearance desired by the Village. Various development techniques or tools are important to help further protect or achieve a community's identity. These include, but are not limited to, neighborhood and special district planning as further described below. Other community design and sustainability concepts, and other design implementation tools as described in Appendix 9-2.

Inherent in the development of a comprehensive plan for urban communities is the concept, long espoused by the SEWRPC and the Village, that an urban area should be formed of, and developed in, a number of spatially organized, individually planned neighborhoods rather than as a single, large, formless mass.

It is important to recognize the relationship between the comprehensive plan presented in this chapter and other levels of planning. The process of planning for the physical development of all aspects should begin with regional or area wide planning, then proceed to community-level planning and culminate in the preparation of precise neighborhood or space district development plans. Within this hierarchy, the preparation of the 2035 Land Use Plan represents the second level of planning, that is, community-level planning.

The Village 2010 Comprehensive Plan was prepared within this framework. Regional plans help to identify the overall level of development to be accommodated and the general location of such development. The Village Comprehensive Plan refines and details the systems level recommendations of the regional plans. It identifies neighborhoods and special planning areas, it recommends an overall, or average, density for each residential neighborhood, it provides a recommended distribution of population, households and employment among the neighborhoods and special planning districts and it identifies general site locations for needed neighborhood and community facilities.

Within the context of a community plan, detailed neighborhoods and special-district development plans should be prepared for each neighborhood or special district where significant growth or change are expected; redevelopment plans should be prepared for older neighborhoods which are showing signs of deteriorations. Neighborhood development plans provide a design for the layout of lots and blocks designated residential structure types and identify specifies sites for the location of neighborhood parks, schools and commercial areas shown on the land use plan map.

It is intended that the Plan presented here be followed by neighborhood and special-district planning efforts undertaken to refine and detail the Comprehensive Plan, resulting in precise development plans for each neighborhood or special district, as appropriate.

Insofar as possible, each residential neighborhood should be bounded by arterial streets and highways; major park, parkway, or institutional lands; bodies of water and waterways; or other natural or cultural features that serve to define it clearly and physically distinguish it from

surrounding neighborhoods. Ideally, each residential neighborhood should be provided, within reasonable walking and biking distances, necessary supporting local services needed by the residents, such as a public elementary school, local park, and local shopping facilities. As a practical matter, given the trends toward lower residential densities, smaller household sizes, and changes in the urban land market, particularly with respect to commercial development, it is often necessary for a single elementary school and one commercial center to serve two or more neighborhoods. The 2035 Comprehensive Plan is based on this same premise; however it has been updated to meet the State Statute requirements.

As with the Village's 2010 Comprehensive Plan adopted in 1996, this Plan identifies neighborhoods and special planning districts within the Village. There are 32 neighborhoods within the Village of which six (6) neighborhoods are classified as special planning districts<sup>4</sup>. In addition, two (2) sub-neighborhoods are created including the Village Green Center sub-neighborhood within the Village Green Neighborhood and the Chiwaukee Transit Center sub-neighborhood within the Carol Beach South/Chiwaukee Prairie Neighborhood. The Village Neighborhoods, Sub-neighborhoods and the Special Planning Districts are shown on Map 9.6.

In accordance with the Village Land Division and Development Control Ordinance, prior to the development of any land in the Village, a detailed evaluation of the entire neighborhood that the proposed development is located in shall be evaluated by the Village staff, Village Plan Commission and Village Board. Public informational meetings are held prior to the public hearing where the public is invited for an early review of the proposed land uses within a particular neighborhood. These plans are referred to as Neighborhood Plans.

Neighborhood Plans take into account the compatibility of existing and planned land uses, identifies how future land divisions and developments could occur, plans how access roadways to the land divisions should be provided and interconnected to existing roadways, examines the practicability of providing certain lot layouts, road layouts, parkways, open space areas, park areas, preservation areas, public community facilities, infrastructure improvements and municipal services to service the area. Neighborhood Planning is essential to the orderly growth of this community and establishes a framework as to how development should occur and, if and when it should occur in a logical and cost effective manner.

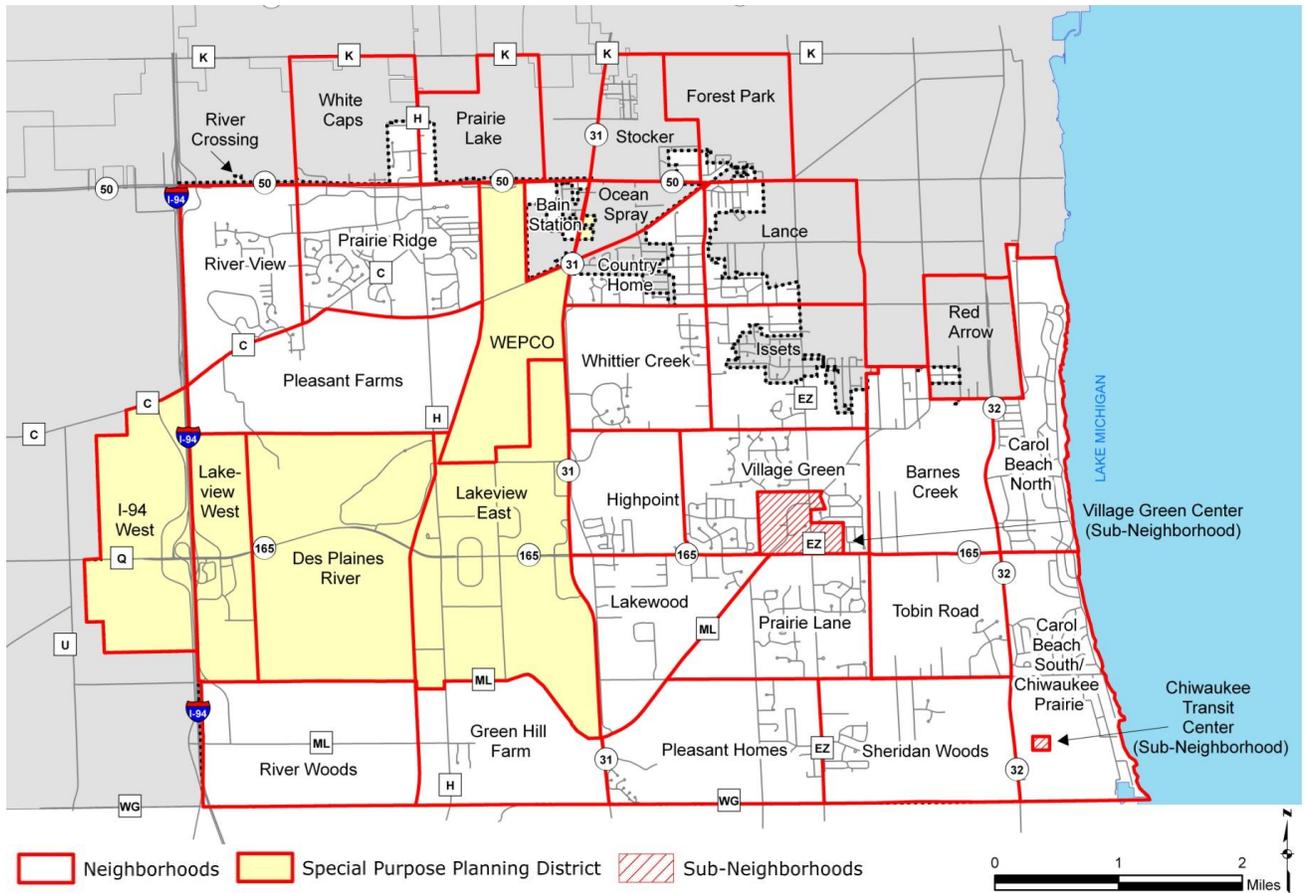
Neighborhood Plans are needed to plan for the efficient and effective development of vacant land as it develops incrementally over time as property owners decide to sell their land and the owners wish to develop their land. As noted previously, the Neighborhood Plan provides a guide for property owners and other interested persons, the Village staff, the Village Plan Commission and the Village Board to review developments as they are presented. Therefore, it is intended that the 2035 Land Use Plan be further defined by detailed neighborhood planning efforts.

While such plans may also vary in format and level of detail, they should generally accomplish the following to further refine and detail community-level land use plans:

- Designate future collector and land-access (minor) street locations and alignments, pedestrian paths and bicycle ways, and, as appropriate, the configuration of individual blocks and lots.
- Further classify residential areas as to structure type and density, with the mix of housing structure types and lot sizes resulting in an overall density for the neighborhood consistent with 2035 Land Use Plan.

<sup>4</sup> Land uses within the special planning districts are primarily industrial, commercial, park and recreational or intuitional or a combination of these uses, with residential uses constituting a relatively small percentage of each such district.

### MAP 9.6 VILLAGE NEIGHBORHOODS, SUB-NEIGHBORHOODS AND SPECIAL PLANNING DISTRICTS



Source: Village of Pleasant Prairie

- Identify specific sites for neighborhood parks, schools, commercial areas and community facilities which are recommended on a general basis in the 2035 Land Use Plan.
- Identify environmentally significant areas to be preserved consistent with this Plan.
- Indicate areas to be reserved for stormwater management and utility easements.

In addition to plans for developing neighborhoods, detailed plans should also be prepared for mature neighborhoods or special-purpose districts showing signs of land use instability or deterioration. Such plans should identify areas recommended for redevelopment to a different use, areas recommended for rehabilitation, any local street re-alignments or improvements, and other public utility and facility improvements. Special consideration should be given in such planning to overcoming contamination problems at, and reuse of, brownfields. Redevelopment plans should seek to preserve those historic, cultural, and natural features and features of the urban landscape which provide for neighborhood identity within the larger urban complex. Such plans should maximize opportunities for the provision of living arrangements and amenities that are unique to the neighborhood.

Similar to the Village's 2010 Land Use Plan, residential net density<sup>5</sup> for areas designated for residential uses on the 2035 Land Use Plan are by neighborhood. As the Village continues to develop, additional schools and parks and community facilities are needed to serve Village residents. Map 9.7 shows the existing and recommended location of public schools and location of existing and proposed community facilities such as police stations, fire & rescue stations and Village administrative offices upon full development in relation to the neighborhoods. Although the 2035 Land Use Plan designates a specific location for each of these facilities, each location shall be further defined on a detailed neighborhood plan and a precise site analysis and facility needs should be conducted before acquisition or development of such facilities occurs.

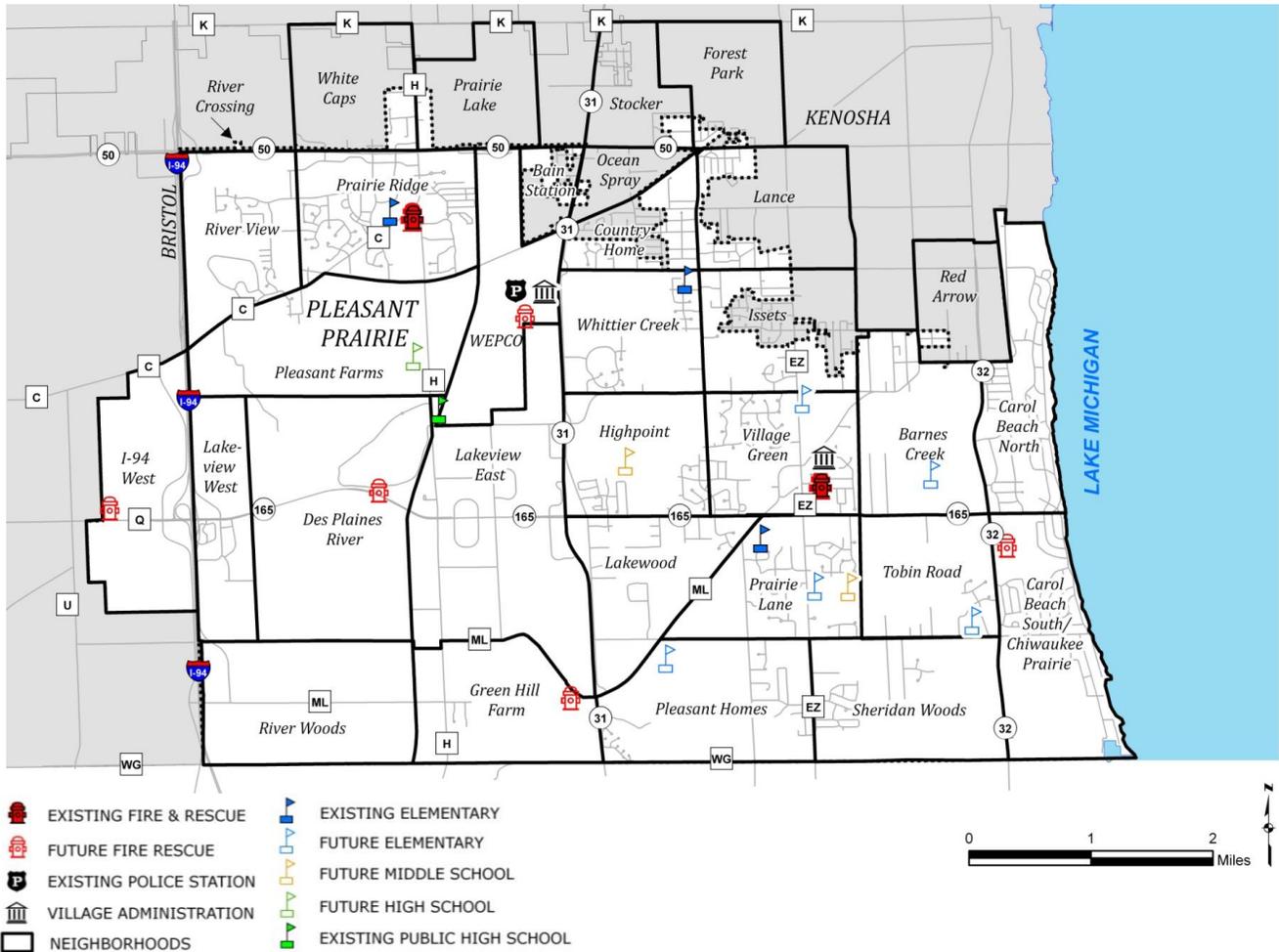
Over the years detailed Neighborhood Plans have been developed for several neighborhoods or portions of neighborhoods based on the 2010 Comprehensive Plan prior to a proposed land division or development within a given neighborhood. Adopted Neighborhood Plans are shown in Appendix 9-3. As development is proposed in any neighborhood and an existing neighborhood plan exists, the neighborhood plan shall be evaluated and updated to ensure compliance with the 2035 Comprehensive Plan. Development within any neighborhood where a neighborhood plan has not been adopted requires that a neighborhood plan first be prepared.

As neighborhood plans and development proposals are considered attempts to integrate green development standards, such as Leadership in Energy and Environmental Design standards for Neighborhood Development (LEED-ND), shall be considered to help achieve sustainability. In addition, the neighborhood planning process should make full use of the many design concepts that can enhance the living environment and increase efficiency in the provision of urban services and facilities and in travel patterns. These design concepts and techniques may include Mixed Use Development, Traditional Neighborhood Developments (TND), Transit-Oriented Development (TOD), Community Design Techniques, Community Design and Sustainability Concepts as further described in Appendix 9-2.

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<sup>5</sup> *The Residential Net Density is defined as the total number of units or lots divided by the lands within the neighborhood, excluding floodplains, wetlands, lands with Primary Environmental Corridors, lands with slope greater than 20%, public roadway right-of-ways and all lands proposed for business, manufacturing, institutional and public park and recreational uses*

**MAP 9.7  
EXISTING AND PROPOSED COMMUNITY FACILITIES**



Source: Village of Pleasant Prairie

### **Opportunities for Redevelopment and Smart Growth Areas**

Section 16.965 of the *Wisconsin Statutes* requires this Plan to identify Smart Growth Areas. A Smart Growth Area is defined as “an area that will enable the development and redevelopment of lands with existing infrastructure and municipal, State, and utility services, where practicable, or that will encourage efficient development patterns that are both contiguous to existing development and at densities which have relatively low municipal, state governmental, and utility costs.”

All undeveloped land within planned sewer service areas, provided significant natural resources are protected in the Village, meet the State’s requirements as a Smart Growth Area; however the Village has specifically identified the following areas as Smart Growth Areas and Redevelopment Areas as identified on Map 9.8 including:

#### **Smart Growth Areas**

- Planned Development District 1 (PDD-1)
- Village Green Center
- Chiswaukee Transit Center
- Prairie Ridge Development Area
- LakeView Corporate Park Development Area
- Main Street Market

#### **Redevelopment Areas**

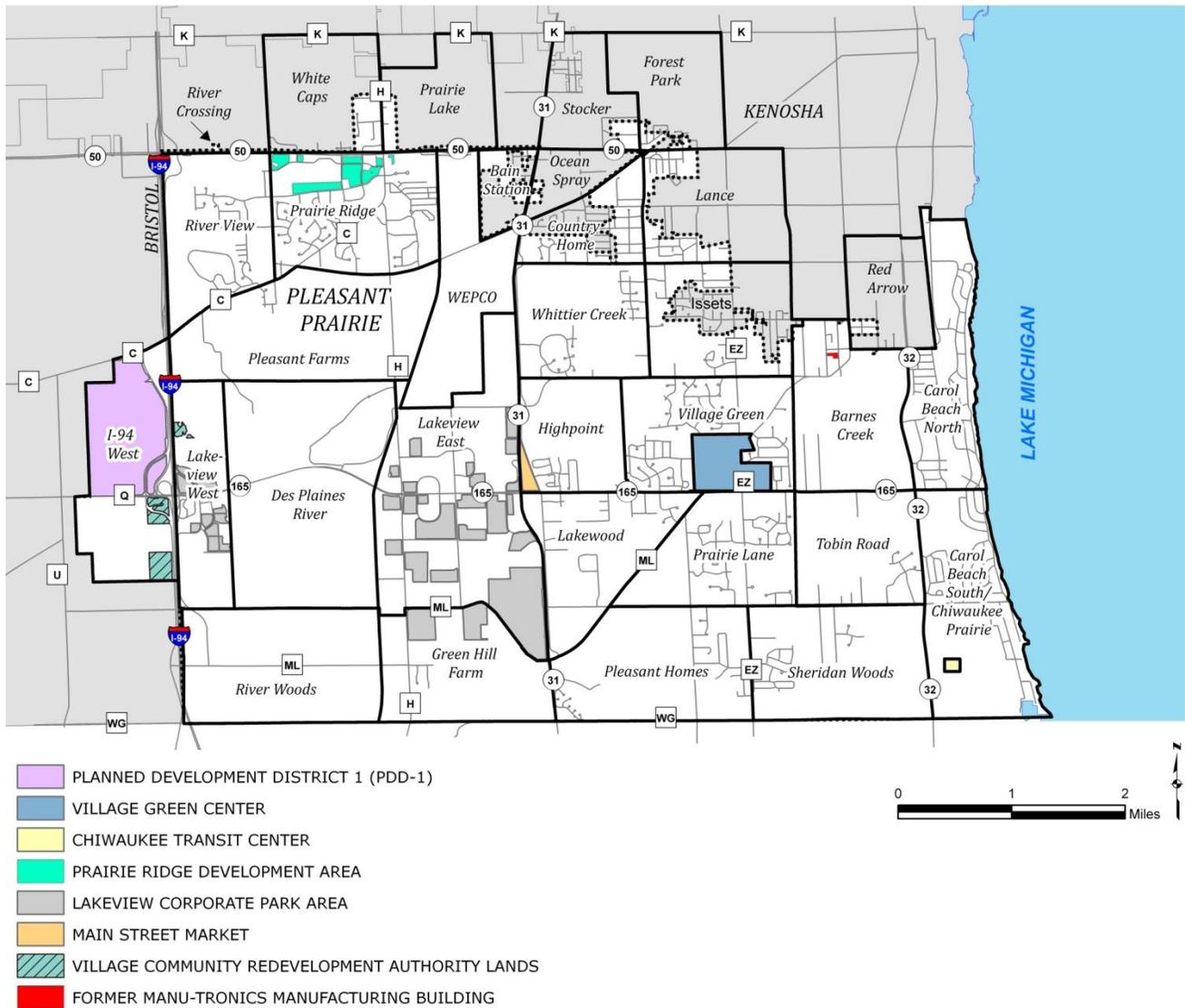
- Village Community Development Authority Lands
- Former Manu-tronics Manufacturing Building.

#### *Planned Development District 1 (PDD-1)*

Planned Development District 1 (PDD-1) is identified as a development of 482 acres generally located west of I-94, between CTH C and CTH Q as shown on Map 9.8 for a potential gated campus-like development for uses centered on healthcare and pharmaceutical research and development, including related business offices and other related uses. In addition, PDD-1 depicts the development of three (3) peripheral business areas which are readily accessible to the general public for uses generally centered on commercial retail and service enterprises. Figure 9.4 illustrates the general plan for development of this area. In 2009, the Planned Development District 1 Zoning Ordinance became effective for this property. The purpose of the PDD-1 Ordinance is to regulate and control the development and use of this land. More particularly the Ordinance:

- Establishes a planned development zoning district containing new zoning sub-districts that regulate where, how, and under what circumstances various uses may be conducted, while providing for the continued existence and potential future change of certain environmentally-related zoning districts;
- Regulates and facilitates in the core area of the property the unified and coordinated development, phased over a substantial but indefinite period of time (and probably involving multiple property owners), of a gated campus-like complex for uses centered on healthcare and pharmaceutical research and development, including related business offices and other related uses allowed by the PDD-1, all supported by a system of internal private roads to which the general public will have no access;

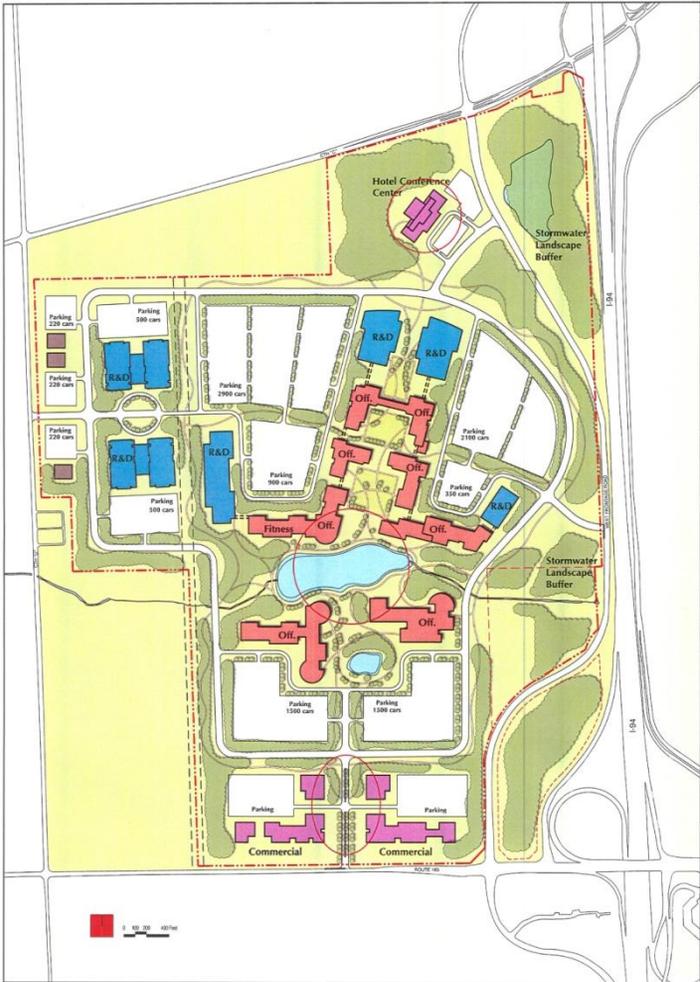
### MAP 9.8 SMART GROWTH AND RE-DEVELOPMENT AREAS



Source: Village of Pleasant Prairie



**FIGURE 9.4  
GENERAL PLAN FOR PLANNED DEVELOPMENT DISTRICT 1**



CONCEPT SITE PLAN - OPTION I  
December 2005  
**PROJECT LAND**  
VOA

PERSPECTIVE - AERIAL VIEW  
December 2005  
**PROJECT LAND**  
VOA



- Regulates and facilitates in each of three peripheral areas of the property the unified and coordinated development, phased over a substantial but indefinite period of time (and probably involving multiple property owners), of a range of commercial uses having a somewhat symbiotic relationship with the core area uses but which will be open to the general public, all supported by a system of internal private roads to which the public will have full access.
- Provides a system of development and use regulations sufficiently robust and at the same time sufficiently flexible to accommodate, facilitate, regulate and control incremental, leapfrog, multi-owner development of a very large site, the progress and shape of which development is now only vaguely foreseeable but which may include variously sized buildings in a wide variety of potential configurations and arrangements; where the supporting infrastructure will be developed incrementally to serve the uses as they develop, will consist of an unusual mix of public and private improvements, and will be provided in accordance with a contemporaneous development agreement that obligates all present and future owners, developers and users of the property within PDD-1; where the planned infrastructure systems to serve PDD-1 require prescribed elevation, slope, and continuity across large portions of PDD-1 and potentially across numerous property ownership lines and numerous potentially separate development sites; where each owner's development activities must take into account the potential development needs of other owners and one owner's development activities may require the construction of infrastructure on the property of distant owners; where all owners and users within PDD-1 will be bound by aggregate maximum limits on the amounts of water used and on the amounts of wastewater discharged, and by aggregate maximum limits on the square footage of certain uses, so that one owner's use may limit or even eliminate another owner's potential uses.
- Identifies, preserves, and protects floodplain, wetland (lowland resource conservancy), and shoreland areas.
- Provides for, identifies, and preserves open space.
- Provides for pedestrian connectivity between buildings, parking facilities, transit stops, and open space within and between the various areas of the property.
- Provides for the possibility of parking facilities and access shared by uses on different lots.
- Provides for, regulates, and coordinates various public and private infrastructure and improvements required to serve the planned development.
- Provides for and facilitates the possibility of future land divisions within the property, especially within the core area of the property where such divisions might otherwise be difficult to accomplish.
- Provides for multiple principal buildings and directly related accessory buildings and structures on the same lot.
- Provides regulations specific to PDD-1 with respect to such matters as uses, setbacks, building separation, building height, façade design, construction materials, signage, open space, off-street parking, landscaping, and private roadway standards.

### *Village Green Center*

The Village Green Center located within the demographic center of the Village at Springbrook Road and 39<sup>th</sup> Avenue (CTH EZ), as shown on Map 9.8, is a proposed mixed use commercial/residential development encompassing approximately 187 acres. In the winter of 2004, nearly 15 years since the Village's first discussions emerged regarding the creation of a community center identity, Pleasant Prairie LLC, the Owner and Developer of a large portion of the area to be developed as the "Village Green Center" contracted with Schreiber/Anderson Associates, Inc., a planning and architectural firm to jumpstart the process again to vision and plan with the community and to prepare a Plan for the Village Green Center.

As a part of this Village Green Center planning effort, the Village Board reappointed a Village Green Technical Advisory Committee comprised of Village residents, Village Board, Plan Commission, and Park Commission members, and Kenosha County Highway officials together with the assistance of the Village staff to provide input and to develop a "Village Green Neighborhood Plan" and a mixed-use commercial center to be known as the "Village Green Center". In 2006, a new developer, Land and Lakes Development Company, purchased a large portion within the Village Green Center and organized a marketing and design team, JJR LLC, to continue the planning and the development of the property. In 2009, the Developer owned over 81 acres within the Village Green Center.

In 2007, the Village held the first of a series of three (3) Village Green Cafés to assist in the conceptual planning of the Villages downtown. The first Café that was held on November 15, 2007 to provide information out about the Village Green planning process, to form a vision of the Village Green Center, to provide information about what makes village centers successful and discuss places people have been to that they liked and that they did not like and what issues and opportunities need to be further explored.

A second Café was held on January 17, 2008 to discuss concepts for future development of the Village Green Center and a third Café would be held to discuss a Master Plan (which includes proposed land uses, open spaces, streets, infrastructure, and development character) for the Village Green Center. Appendix 9-4 provides a summary newsletter sent to all participants. During 2009, the Developer and their consultants hosted a series of workshops with Village staff and members of the TAC to discuss various aspects of the design including issues related to Transportation, Building types and architecture styles and design guidelines, landscaping



*Discussion at the second Village Green Café*

standards to assist in preparing the master plan and design guidelines for the development of the Village Green Center. A third Café is planned for 2010 to present the Village Green Center Master plan. Once the Master Plan is prepared detailed planned development ordinance and final design guidelines will be completed for the development of the Village Green Center.

### *Chiwaukee Transit Center:*

This approximately 10 acre mixed use area located within the southeastern portion of the Village, as shown on Map 9.8, provides an opportunity for commercial and higher density residential development adjacent to a recommended transit stop on the existing Metra rail line and a potential hub for other ground transportation to areas of the Village.

### *Prairie Ridge Development Area*

The Prairie Ridge Commercial Development area generally located south of STH 50 (75<sup>th</sup> Street) between 88<sup>th</sup> and 104<sup>th</sup> Avenues, as shown on Map 9.8, is approximately 221 acres. Prairie Ridge was developed by VK Development Corporation from Brookfield, Wisconsin in 1999. In 2009, the Development contains a number of multi-tenant buildings including, Prairie Ridge Market Place, which included three (3) buildings; Prairie Ridge Commons which includes two (2) buildings; the Shoppes at Prairie Ridge which includes eight (8) buildings; and a number of standalone facilities including a bank, a hotel and a restaurant. In addition, to the commercial development, St Catherine's Hospital owns approximately 47 acres and has construction a full-service hospital on over half of the site with additional land available for the development of medical offices. The Development also includes the development of other institutional uses including a nursing home, hospice facility, a church and a day care facility. A complete listing of Prairie Ridge Development tenants as of January 1, 2009 is provided in Appendix 7-6. As of June 1, 2009, approximately 83 acres of land is available for additional commercial/institutional development within Prairie Ridge Development as indicated on the 2009 Existing Land Use Map 9.5. All sites have access to urban services that were installed by the Developer between 1999 and 2009.

### *LakeView Corporate Park Development Area*

LakeView Corporate Park is a mixed-use real estate development located east of I-94 midway between Chicago and Milwaukee, one mile north of the Wisconsin/Illinois border as shown on Map 9.8. The original project includes a 1,542-acre business/office park and a 425-acre nature conservancy area nearby the Des Plaines River. The business/office park accommodates office, industrial, warehousing and service/retail uses. WISPARK LLC, a wholly-owned subsidiary of Wisconsin Energy Corporation which is a Milwaukee based utility holding company, development the Park originally in 1990. Over the years, LakeView Corporate Park has become a joint venture with WISPARK LLC and CenterPointe Properties. The development plan is flexible to meet the needs of a variety of prospective tenants. LakeView Corporate Park is located in a park-like setting with abundant green space and high quality amenities. In addition to the 425-acre nature conservancy area, a 110-acre spring-fed lake is immediately northwest of the business park. Land immediately around Lake Andrea has been developed as the Prairie Springs Park including the LakeView RecPlex recreational facility.

As of January 23, 2009 there were 84 companies located in the LakeView Corporate Park, representing approximately 7,010 jobs. It is anticipated that LakeView Corporate Park, when fully built out will be home to approximately 10,000 to 12,000 jobs. It is also estimated that 20 million square feet of business space will be constructed. The park is having considerable spin-off effect on the greater Kenosha community in terms of additional industrial companies located in Kenosha's Business Park as well as additional residential and retail construction throughout the Kenosha and Racine metropolitan area. A complete listing of LakeView Corporate Park tenants as of January 1, 2009 is provided in Appendix 7-5.



*LakeView Corporate Park*

As of June 1, 2009, approximately 279 acres available for industrial development and 69 acres available for commercial development within the existing LakeView Corporate Park as shown on the 2009 Existing Land Use (Map 9.5). All sites have access to urban services that were installed as part of Village adopted Tax Increment Finance District #1 (TID #1) as discussed in the Economic Development Element (Chapter 7).

In addition to the vacant land available for development within LakeView Corporate Park, there is land adjacent to LakeView Corporate Park for additional industrial development and commercial development to provide additional services to the businesses within LakeView Corporate Park and the surrounding community but to provide additional employment opportunities for the area. Additional industrial development has occurred south of LakeView Corporate Park on 116<sup>th</sup> Street and 80<sup>th</sup> Avenue, as shown on Map 9.8. Additional industrial development lands are recommended along the west side of STH 31 south of LakeView Corporate Park to 116<sup>th</sup> Street. Commercial land on the east side of STH 31 both north and south of STH 165 will not only allow for commercial development to service the Corporate Park, but commercial development at this intersection will provide commercial services and amenities to the community and the traveling public.

#### *Main Street Market*

Approximately 22.5 acres of land located adjacent to LakeView Corporate Park on the east side of STH 31 and north of STH 165 as shown on Map 9.8 is proposed to be a development commercial development known as Main Street Market as conceptually shown in Figure 9.5. This site development plan shown in Figure 9.5 was the direct result of pooled resources including market research, retail brokers, architects, engineers, landscape architects and general contractors with input and direction from the Village staff. The culmination of these resources resulted in a retail development that will serve the residential, commercial and industrial residents of the Village and be a signature element on the landscape of the community.

Developer and the Village staff have worked closely together with the WisDOT to prepare a detailed Traffic Impact Analysis (TIA) to include as part of this proposal a new signalized intersection (Main Street) that will provide a vital link between Green Bay Road and the Village Green Center as shown in the adopted Highpoint and the Village Green Neighborhood Plans shown in Appendix 9-3. Main Street will serve as the primary route to the future Kenosha Unified Middle School site, the Community Park site, and serve as a local street for the Highpoint and Village Green Neighborhoods.

The viability of Main Street Market as a signature retail destination has been significantly improved by the addition of a new signalized intersection at Main Street and STH 31 by creating a four legged intersection with the existing north terminus of Jelly Belly Lane on the west side of STH 31. This signalized intersection provides critical traffic relief on STH 165 that will allow for the corridor to be reduced in magnitude from the four lane divided highway to a more desirable low speed roadway similar in scale to the segment constructed as part of the Village Green Subdivision.

Main Street Market development as shown in Figure 9.5 includes 148,600 square feet of retail space on 22.5 gross acres comprised uses including a bank, day spa, gas/convenience store, grocery, pharmacy, restaurants and retails establishments.

Main Street Market is organized around a central entrance that acts as a focal point for the development. With a new urbanism approach, the main entry drive at 102<sup>nd</sup> Street is designed as a street with the buildings placed at the street edge. Parallel parking and ample areas for plantings and streetscaping are present along the boulevard. The boulevard terminates at a small plaza that will serve as an amenity to the adjacent tenants as well as pedestrians.





The site has been designed so that the activity of the site can be viewed for outside the development while still providing for intimate spaces within. In addition, the buildings have been thoughtfully positioned to provide for easy access to the retailers with short walks from the parking areas and the ability to make more than one stop without moving the car.

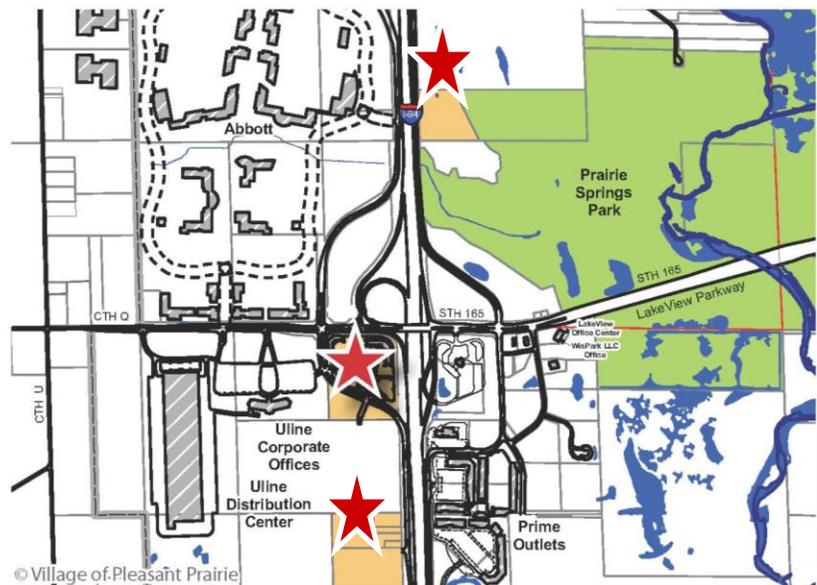
The architecture is tall enough to define the street edge, but has been broken up into human scale elements. Outdoor seating areas, anticipated for use by restaurants, have been planned at the end caps of the buildings creating another opportunity to engage the buildings with the site. Two additional access points off of Old Green Bay Road flank this main entrance to help alleviate traffic congestion. Building and site features have been utilized to effectively terminate each of these secondary drives.

The building design of Main Street Market is dominated by natural materials that reflect the prairie style character of the area. The tones and textures speak to some of the natural features of Pleasant Prairie. Various elements of historical architectural styles have been incorporated into a design that expresses the architecture of today. Ultimately the buildings express the heritage of the community as well as its ability to look to the future.

#### *Village Community Development Authority Lands*

The Village's Community Development Authority (CDA) has approximately 60 acres of land near the STH 165 and I-94 that is available for commercial development to support the surrounding business/industrial parks and the traveling public. There are three (3) distinct sites. All three (3) sites owned by the CDA were acquired for redevelopment under the 2003 adopted Comprehensive Redevelopment Plan for the I-94/STH 165/CTH Q Area as discussed in the Economic Development Element (Chapter 7).

The first site is an 11.5 acre property located on the east side of I-94 about ½ mile north of STH 165. This property is ready for development and has urban services. The site is proposed to be developed with a hotel to service the traveling public and the adjacent corporate parks in the Village. The second site is an 18.5 acre site located on the west side of I-94 south of STH 165 (CTH Q) known as Prairie Springs Pointe. A general plan has been prepared by the CDA for the development of this site as shown in Figure 9.6. Urban services have been installed including an off-site stormwater management improvements and the private loop road as shown in Figure 9.6. The third site available for development by the CDA is a 30 acre site located on the west side of I-94 approximately ½ mile south of STH 165 (CTH Q). This area is identified as area for the development of "big box" retail to service the needs of the region as well as the community.



*General location of the three (3) CDA Lands available for re-development*

**FIGURE 9.6  
PRAIRIE SPRINGS POINTE GENERAL PLAN**



*Location of Prairie Springs Pointe re-development site*



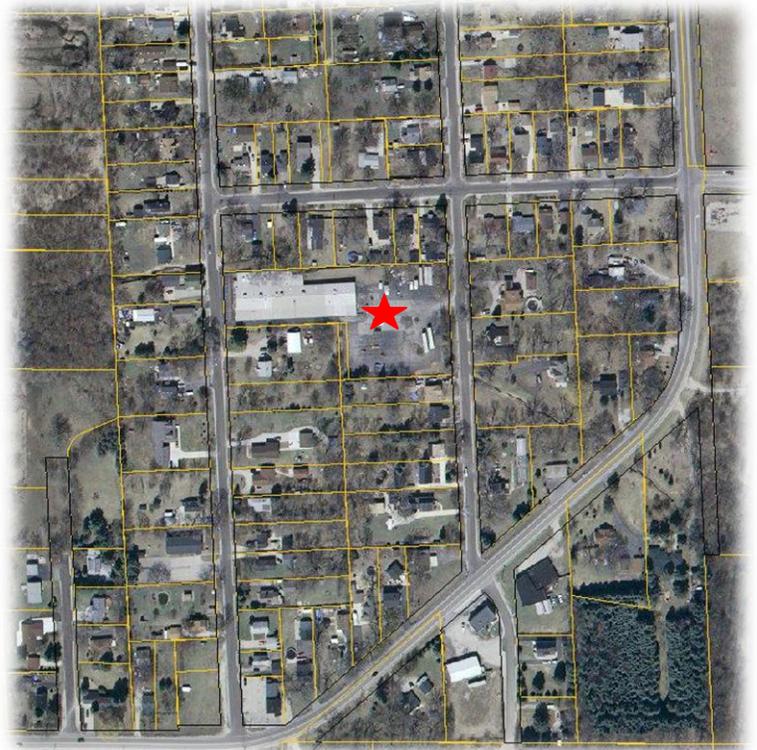
*Private loop road constructed in 2008*

### *Former Manu-tronics Manufacturing Building*

The re-development of the 25,000 square foot former Manu-tronics manufacturing building and site located at 9115 26<sup>th</sup> Avenue in the middle of an established residential area is identified as a re-development area.

The re-development, by Village of Pleasant Prairie Community Development Authority (CDA) consists of partial demolition of the north addition to the original building. After demolition the current stream which is a northern tributary to Barnes Creek will be created across the property by eliminating the existing 36" galvanized metal culvert. This work will serve to improve stormwater management in the neighborhood, eliminate flooding and back-up of sanitary sewerage into the home of the neighborhood.

The western end of the property will be converted into a possible park area including the relocated stream bed. The remaining structure will be used to house equipment for the Village Public Works Department such as mowers and snow plows. The CDA will also be considering allocating a small business incubator space. The uses will continue until such time as the Roger Prange Municipal Center can be expanded to store addition Village equipment.



*Site location of former Manu-tronics property*



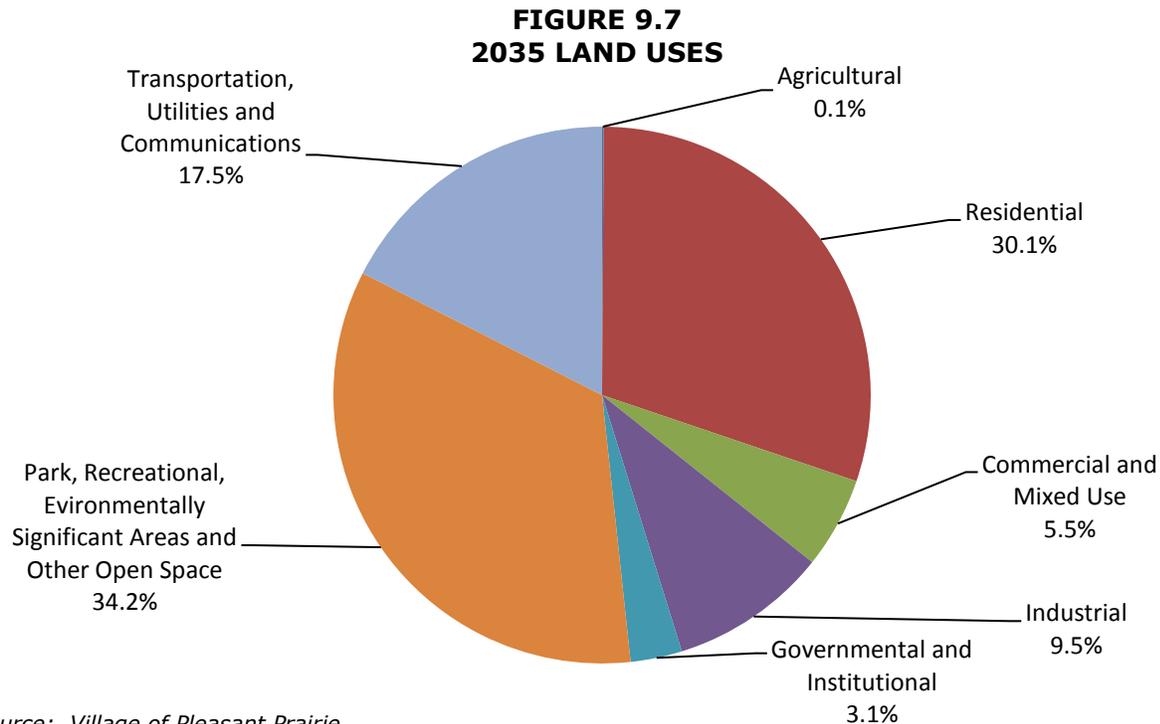
*Existing building on former Manu-tronics property*

### 2035 Land Use Plan Map

The land use plan map described in this chapter is an update of the Village 2010 Land Use Plan Map<sup>6</sup> adopted by the Village in 1996 and amended from time to time over the years. The new plan has a design year of 2035. The conceptual framework for the 2035 Land Use Plan Map is the same framework used to design the 2010 Land Use Plan Map. Both the 2010 and 2035 Land Use Plan Maps seek to accommodate new urban development within the Village that are located within the Village sewer service area while preserving natural features that are not subject to such environmental hazards as flooding and steep topography. This Plan also discourages intensive and incompatible urban development from occurring in Primary Environmental Corridors and other environmentally significant lands.

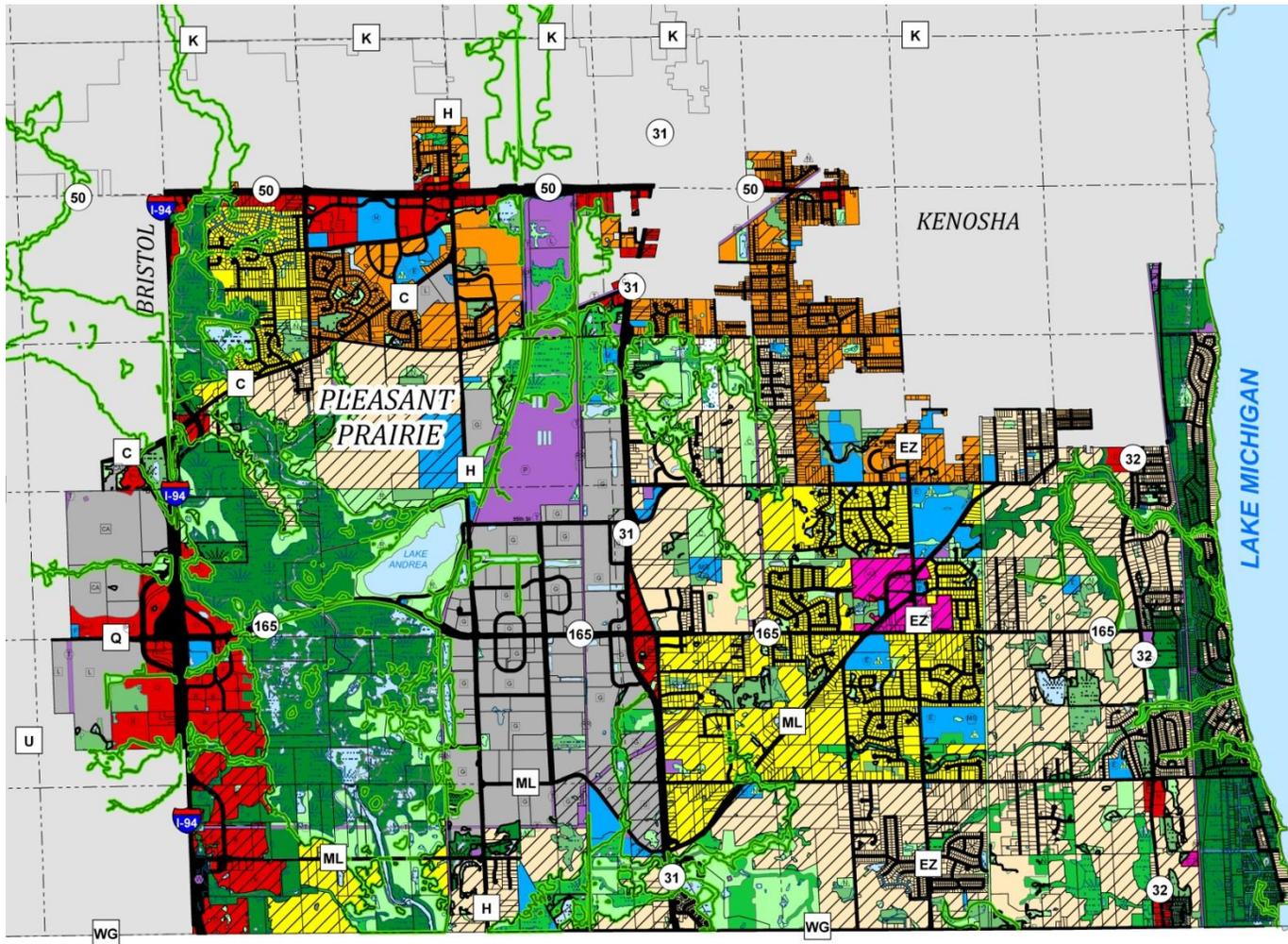
The Village of Pleasant Prairie 2035 Land Use Plan Map 9.9 illustrates where certain types of urban development is proposed while preserving environmentally significant lands and resources. Table 9.8 sets forth the number of acres and percent of the Village in each land use category on the Land Use Plan Map 9.9. Figure 9.7 presents a comparison of the percentage of the Village devoted to various types of planned land uses in 2035.

The Plan envisions that all areas within the sewer service areas may be developed for urban uses in an incremental basis as the population of the Village grows as projected. Population, Household and Employment projections are provided in the Issues and Opportunity Element (Chapter 2). As the Village population grows additional lands for commercial and industrial development to provide employment opportunities for Village residents based on employment projections is also envisioned. Such an approach provides flexibility for the operation of the urban land market without significantly affecting the substance of the plan and provides a basis for guiding future urban development in the Village.



<sup>6</sup> The Village 2010 Land Use Plan as adopted in 1996 and amended from time to time has been a provided a guide for development in the Village. The 2010 Land Use Plan in effect prior to the adoption of this Plan is shown on Appendix 9-6.

### MAP 9.9 VILLAGE OF PLEASANT PRAIRIE 2035 LAND USE PLAN



- RESIDENTIAL LANDS**
- LOW DENSITY RESIDENTIAL  
(19,000 Square Feet Or More Per Dwelling Unit)
- LOW-MEDIUM DENSITY RESIDENTIAL  
(12,000 To 18,999 Square Feet Per Dwelling Unit)
- UPPER-MEDIUM DENSITY RESIDENTIAL  
(6,200 To 11,999 Square Feet Per Dwelling Unit)
- HIGH DENSITY RESIDENTIAL  
(Less Than 6,200 Square Feet Per Dwelling Unit)
- MIXED USE LANDS  
VG Village Green Center  
CT Chiwaukee Transit Center
- COMMERCIAL LANDS**
- N Neighborhood Retail and Service Centers
- C Community Retail and Service Centers
- F Freeway-Oriented Service Centers
- O Freeway Office Centers
- R Freeway-Oriented Regional Retail Centers
- BA-1 PDD-1 Business Area 1 Sub-District
- BA-2 PDD-1 Business Area 2 Sub-District
- BA-3 PDD-1 Business Area 3 Sub-District
- OTHER TRANSPORTATION, COMMUNICATIONS AND UTILITIES**
- P Pleasant Prairie Power Plant
- L Active Landfill
- RR Railroads
- W Weigh Station
- T Overhead High Tension Wires
- GOVERNMENTAL AND INSTITUTIONAL LANDS**
- M Municipal Administrative Offices
- F Fire Station
- P Police Station
- H Hospital
- E Public Elementary School
- MS Public Middle School
- S Public Senior High School
- PARK, RECREATION AND OTHER OPEN SPACE LANDS**
- R Regional Park
- C Community Park
- N Neighborhood Park
- INDUSTRIAL LANDS**
- L Limited Industrial
- G General Industrial
- CA PDD-1 Core Area Sub-District
- Agricultural Lands
- ENVIRONMENTALLY SIGNIFICANT AREAS**
- Primary Environmental Corridors
- Secondary Environmental Corridors
- Isolated Natural Resource Areas
- Surface Water
- Field Verified Wetlands
- Interpolated Wetlands  
(2005 WIDNR Final Inventory Maps)
- 100 - Year Floodplain
- RIGHTS-OF-WAY**
- Existing Rights-Of-Way (September 2009)
- Dedicated but not Constructed Right-Of-Ways  
(September 2009)
- Urban Reserves (Overlay)
- LINEAR FEATURES**
- Property Lines

**Note: See Appendix 10-3 for Amendments to this Map**



Source: Village of Pleasant Prairie



**TABLE 9.8  
2035 LAND USES**

| Land Use Category  | 2035            |                                      |
|--|-----------------|--------------------------------------|
|  | Area<br>(acres) | % of Total<br>Land Area <sup>d</sup> |
| <b>Agricultural</b>  | 23.5            | 0.1                                  |
| <b>Residential<sup>a</sup></b>                             | 6,459.8         | 30.1                                 |
| <b>Mixed Use</b>   | 147.5           | 0.7                                  |
| <b>Commercial</b>  | 1,035.1         | 4.8                                  |
| <b>Industrial</b>  | 2,045.7         | 9.5                                  |
| <b>Governmental and Institutional</b>                      | 670.8           | 3.1                                  |
| <b>Park, Recreational and Other Open Space<sup>b</sup></b> | 2,014.1         | 9.4                                  |
| <b>Environmentally Significant Areas</b>                   |                 |                                      |
| Primary Environmental Corridor <sup>c</sup>                | 3,070.7         | 14.3                                 |
| Secondary Environmental Corridor <sup>c</sup>              | 896.8           | 4.2                                  |
| Isolated Natural Areas <sup>c</sup>                        | 701.7           | 3.3                                  |
| Wetlands   | 3,860.4         | 18.0                                 |
| Staked Wetlands (2009) <sup>c</sup>                        | 567.3           | 2.6                                  |
| Interpolated Wetlands (2005) <sup>c</sup>                  | 3,293.1         | 15.3                                 |
| Surface Water <sup>c</sup>                                 | 660.1           | 3.1                                  |
| Floodplain <sup>c</sup>                                    | 3,706.8         | 17.3                                 |
| <b>Right-of-Ways</b>                                       |                 |                                      |
| Constructed (2009)   | 1,806.5         | 8.4                                  |
| Dedicated but not Constructed (2009)                       | 96.7            | 0.5                                  |
| Proposed New Street Right-of-way (2035) <sup>a</sup>       | 1,140.0         | 5.3                                  |
| Other Transportation, Utilities and Communications         | 719.2           | 3.3                                  |
| <b>Urban Reserve Areas (Overlay)</b>                       | 5,340.4         | 24.9                                 |

<sup>a</sup>Residential land use category excludes 15% of area for future street right-of-way and this 15% is shown in proposed new street right-of-way (2035).

<sup>b</sup>The Park, Recreational and other Open Space category is not mutually exclusive and includes all open space areas in the Village including public and private park and recreational facilities and other open spaces areas. In addition, this land use category area includes all features within the Environmentally Significant Areas.

<sup>c</sup>These numbers are not mutually exclusive since some wetlands and floodplain are located within Primary and Secondary Environmental Corridors and Isolated Natural Areas.

<sup>d</sup>The total land area for the Village of Pleasant Prairie in 2035 is 21,484.5 acres. This total does not equal the sum of the land use categories in this table since some categories are not mutually exclusive.

Source: Village of Pleasant Prairie.

Each of the categories shown on the Village 2035 Land Use Plan Map is described in the following paragraphs:

### **Agricultural Lands**

Agricultural lands occupy 23.5 acres, or less than 1% of the Village as depicted on the 2035 Land Use Plan Map 9.9. Pleasant Prairie is an urbanizing Village with nearly 77% of the Village located within Sewer Service and Water Service Areas as shown on Maps 5.2 and 5.5 Chapter 5; therefore, the preservation of farmland as a long term use in the Village is not planned. However, the Land Use Plan allows for and encourages the continuation of existing agricultural related activities on lands zoned for such purposes pursuant to the Village Official Zoning Map in accordance with the specific zoning district requirements, including uses such as dairy farming, row crops, pasturelands, plant nurseries, and niche agriculture uses such as orchards, organic farming, and hobby farms. Again the Village does not discourage properties that are currently zoned agricultural to continue farming; however, at the time that property owners wish to develop their land, the 2035 Land Use Plan Map and detailed neighborhood plans as shown in Appendix 9-3 provide the framework for how the land can be developed for urban uses.

### **Residential Lands**

Residential lands<sup>7</sup> occupy about 6,460 acres, or 30% of the Village, as depicted on the 2035 Land Use Plan Map 9.9. The Land Use Plan Map identifies a recommended net residential density for each neighborhood and sub-neighborhood as designated on Map 9.6. The Residential categories include:

- Low Density Residential (19,000 square feet or more per dwelling unit)
- Low-Medium Residential (12,000 to 18,999 square feet per dwelling unit)
- Upper-Medium Residential (6,200 to 11,999 square feet per dwelling unit)
- High Density Residential (less than 6,200 square feet per dwelling unit)

The recommended density represents an overall, or average, net residential density for each neighborhood calculated as the area devoted to residential uses, excluding floodplains, wetlands, lands with Primary Environmental Corridors, lands with slope greater than 20%, public roadway right-of-ways and all lands proposed for business, manufacturing, institutional and public park and recreational uses. This approach allows for some areas of each neighborhood to have larger lots while some areas have smaller lots. However, such densities are not intended to be higher than permitted under the specific zoning classification that the property is zoned. Properties currently zoned agricultural will be rezoned into the appropriate zoning classification based on detailed neighborhood plans in accordance with the approved land use plan at such time the property owner wishes to develop their property for urban uses.

categories shown on Map 9.9. As land is proposed to be developed for urban uses and detailed environmental investigations are completed the areas for urban development may change slightly, as these areas change, amendments to the Village 2035 Land Use Plan Map will be considered by the Village Board pursuant to Chapter 390 of the Village Municipal Code.

The Low Density Residential land use occupies about 1,988 acres, or 26% of the Village, as depicted on the 2035 Land Use Plan Map. Low Density Residential uses are envisioned to occur in six (6) neighborhoods in the Village.

<sup>7</sup> Residential acreages in this section include 15% reduction in land area shown on the 2035 Land Use Plan Map 9.9 to account for future roadways.



The Low-Medium Density Residential land use occupies about 4,325 acres, or nearly 57% of the Village, as depicted on the 2035 Land Use Plan Map. Low-Medium Density Residential uses are envisioned to occur in 10 neighborhoods in the Village.

The Upper-Medium Residential land use occupies about 1,272 acres, or nearly 17% of the Village, as depicted on the 2035 Land Use Plan Map. Upper-Medium Density Residential uses are envisioned to occur in 10 neighborhoods in the Village.

The High-Density Density Residential<sup>8</sup> land use occupies about 16 acres, or less than 1% of the Village, as depicted on the 2035 Land Use Plan. High Density Residential uses are envisioned to occur in one (1) neighborhood and two (2) sub neighborhoods in the Village.



Single family home building in 2001

**TABLE 9.9  
PLANNED RESIDENTIAL LAND USES BY NEIGHBORHOOD**

| Neighborhood  | Total Neighborhood Area <sup>a</sup> (acres) | Designated Residential land use in Neighborhood (acres) | Residential Net Density Classification <sup>d</sup> |
|---|--|---|---|
| <b>Bain Station (part) <sup>b</sup></b>                 | 94   | 22  | Upper Medium  |
| <b>Barnes Creek (part)</b>                              | 883  | 577   | Low-Medium  |
| <b>Carol Beach North</b>                                | 779  | 256   | Low-Medium  |
| <b>Carol Beach South/Chiwaukee Prairie <sup>c</sup></b> | 1,017  | 235   | Low-Medium  |
| <b>Country Homes (part)</b>                             | 298  | 208   | Upper Medium  |
| <b>Des Plaines River <sup>b</sup></b>                   | 1,729  | 19  | Low   |
| <b>Forest Park (part)</b>                               | 34   | 21  | Upper Medium  |
| <b>Green Hills Farms</b>                                | 862  | 256   | Low-Medium  |
| <b>Highpoint</b>  | 594  | 364   | Low-Medium  |
| <b>I-94 West <sup>b</sup></b>                           | 977  |   | n/a   |
| <b>Isetts (part)</b>                                    | 479  | 320   | Upper Medium  |
| <b>LakeView East <sup>b</sup></b>                       | 1,774  | 0   | n/a   |
| <b>LakeView West <sup>b</sup></b>                       | 605  | 0   | n/a   |
| <b>Lakewood</b>   | 783  | 536   | Low   |
| <b>Lance (part)</b>                                     | 205  | 151   | Upper Medium  |
| <b>Ocean Spray (part) <sup>b</sup></b>                  | 18   | 0   | n/a   |
| <b>Pleasant Farms</b>                                   | 1,228  | 568   | Low-Medium  |
| <b>Pleasant Homes</b>                                   | 1,035  | 576   | Low-Medium  |
| <b>Prairie Lake (part)</b>                              | 54   | 25  | Upper Medium  |
| <b>Prairie Lane</b>                                     | 792  | 517   | Low   |
| <b>Prairie Ridge</b>                                    | 984  | 454   | Upper Medium  |
| <b>Red Arrow (part)</b>                                 | 21   | 16  | High  |

<sup>8</sup> This excludes high density residential uses that may occur within the two (2) mixed uses areas identified on the 2035 Land use Plan Map 9.9.

| Neighborhood               | Total Neighborhood Area <sup>a</sup> (acres) | Designated Residential land use in Neighborhood (acres) | Residential Net Density Classification <sup>d</sup> |
|----------------------------|--|---|---|
| River Crossing (part)      | 2  | 2   | Upper Medium  |
| River View                 | 805  | 298   | Low   |
| River Woods                | 1,120  | 203   | Low   |
| Sheridan Woods             | 1,002  | 638   | Low-Medium  |
| Stocker (part)             | 36   | 24  | Upper Medium  |
| Tobin Road                 | 706  | 473   | Low-Medium  |
| Village Green <sup>c</sup> | 965  | 416   | Low   |
| WEPCO <sup>b</sup>         | 771  |   | n/a   |
| White Caps (part)          | 88   | 46  | Upper Medium  |
| Whittier Creek             | 747  | 381   | Low-Medium  |
| <b>TOTAL</b>               | <b>21,485</b>                                | <b>7,600</b>  |   |

<sup>a</sup>Area for lands within the Village of Pleasant Prairie only.

<sup>b</sup>Special Planning District where the neighborhood is primarily industrial, commercial, park and recreational or intuitional or a combination of these uses with no or very limited residential uses.

<sup>c</sup>A portion of the neighborhood is located within a mixed use designation. The area within the mixed use designation will develop with a mix of commercial and high density residential use while the remainder of the neighborhood will develop with the residential classification indicated. The acreage indicate for residential use excludes areas in the mixed use land use designation.

<sup>d</sup>Residential Net Density classifications for the neighborhood are defined as follows:

Low: the net residential density within the neighborhood shall be greater than 19,000 square feet per dwelling unit

Low-Medium: the net residential density within the neighborhood shall be between 12,000 and 18,999 square feet per dwelling unit.

Upper Medium: the net residential density within the neighborhood shall be between 16,200 and 11,999 square feet per dwelling unit

High: the net residential density within the neighborhood or sub-neighborhood may be less than 6,000 square feet per dwelling unit.

### Mixed Use Lands

Mixed Use lands occupy about 147 acres, or less than 1% of the Village, as depicted on the 2035 Land Use Plan Map 9.9. The Mixed Use areas provide for a cluster of retail, service, office uses oriented to the community as a whole, rather than to the immediate neighborhood. In addition, mixed use areas may allow for high density residential development. Parcels designated for mixed use should be developed in accordance with detailed design guidelines and approved Planned Development Ordinances. The Village Center Mixed Use area as indicated with a "VG" within the commercial land use on the Plan and the Chiswaukee Transit Center mixed use area as indicated with a "CT" within the mixed use land use on the Plan. These two (2) mixed use areas are also smart growth areas discussed earlier in this Chapter.

### Commercial Lands

Commercial lands occupy about 1,035 acres, or 5% of the Village, as depicted on the 2035 Land Use Plan Map 9.9. This category includes several distinct commercial areas as outlined below:



### *Neighborhood Retail and Service Centers*

Neighborhood retail and service centers provide a cluster of retail and service establishments oriented to meet day-to-day retail and service needs of nearby residents. Typical uses in such centers may include convenience or small grocery stores, restaurants, pharmacies, barber or beautician shops, and other small retail and service establishments. Neighborhood retail and service centers should be five to 10 acres in area but no more than 20 acres and such centers should have a service radius of about one mile in medium-density residential urban areas. New neighborhood retail and service centers shall be located on the edge of a neighborhood, at intersecting arterial streets. Such centers typically serve at least two neighborhoods. The neighborhood retail and service centers within Pleasant Prairie, as indicated with an "N" within the commercial land use on the 2035 Land Use Plan Map 9.9.

### *Community Retail and Service Centers*

Community retail and service centers provide a cluster of retail and service establishments oriented to the community as a whole, rather than to the immediate neighborhood. New community retail and service centers are typically anchored by a large grocery store or other community level retail or service facility. Such centers may include a number of other retail and service establishments, including, in some cases, discount or other department stores. Community retail and service centers should be at least 15 acres in area and such centers should have a service radius of about 1.5 miles in medium density residential urban areas. New community retail and service centers shall be located at the intersection of two arterial streets. New centers typically serve four or more neighborhoods or the entire community. The community retail and service center sites in Pleasant Prairie, as indicated with a "C" within the commercial land use on the 2035 Land Use Plan Map 9.9.



*Prairie Ridge Commons*

### *Freeway Office Centers*

It is expected that the neighborhood and community retail and service centers envisioned under the Plan will include office development; however, the Plan identifies certain areas as centers which are intended to be devoted more exclusively to higher profile office uses. Specifically the Plan identifies community-level or larger office centers along the I-94. A community office center should accommodate 1,000 or more office jobs. These areas are indicated with an "O" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.

### *Freeway-Oriented Regional Retail Centers*

Areas near freeway interchanges have become increasingly attractive for commercial development. Development of the Prime Outlets of Pleasant Prairie mall near the I-94 and STH 165 interchange and commercial area near the I-94 and STH 50 are indicative of this trend. The Plan anticipates a continued strong demand for regional retail development along I-94. The Plan seeks to meet this demand through the years along I-94 within Pleasant Prairie. These areas are indicated with an "R" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.



*Prime Outlets Shopping Center*

### *Freeway-Oriented Regional Service Centers*

Areas near freeway interchanges have become increasingly attractive for freeway-oriented service areas that provide for a cluster of hotel, restaurant, gasoline station and convenience stores uses to serve the needs of freeway travelers, the Business Park users as well as the entire community. The Plan anticipates a continued strong demand for regional service uses. These areas are indicated with an "F" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.



*Freeway Service Area at STH 165 and I-94*

#### *BA-1 PDD-1 Business Areas 1 Sub-District*

The PDD-1 Plan indicates that areas near the northwest quadrant of the I-94 and STH 165 interchange are appropriate for the development of limited commercial development to support the needs of surrounding development including such uses as banks, offices, restaurants, medical facilities, transit facilities and other limited related auxiliary uses. These areas are indicated with a "BA-1" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.

#### *BA-2 PDD-1 Business Areas 2 Sub-District*

The PDD-1 Plan indicates that areas near the northwest quadrant of the I-94 and STH 165 interchange are appropriate for the development of limited commercial development to support the needs of surrounding development including such uses as conference centers, hotels, restaurants, transit facilities, limited retail and other limited auxiliary uses. These areas are indicated with a "BA-2" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.

#### *BA-3 PDD-1 Business Areas 3 Sub-District*

The PDD-1 Plan indicates that areas near the southwest quadrant of the I-94 and CTH C interchange are appropriate for the development of limited commercial development to support the needs of surrounding development including such uses as offices, conference centers, hotels, transit facilities and other limited auxiliary uses. These areas are indicated with a "BA-3" within the commercial land use designation on the 2035 Land Use Plan Map 9.9.

### **Industrial Lands**

Industrial lands occupy about 2,046 acres, or 10% of the Village, on the 2035 Land Use Plan Map 9.9. This category includes several distinct industrial areas as outlined below:

#### *Limited Industrial*

Limited Industrial areas are intended to provide for limited manufacturing, wholesaling, warehousing and related uses within an enclosed structure wherein no high hazard uses area allowed and the method of manufacturing is not injurious to the point of constituting a nuisance

to the occupants of adjacent properties by reason of the emission or creation of noise, vibration, smoke, dust or particle matters, toxic or noxious materials, odors, fire or explosive hazards, glare or heat and located in those areas where the relationship to surrounding land use would create few problems of compatibility. These areas are indicated with an "L" within the industrial land use designation on the 2035 Land Use Plan Map 9.9.

### *General Industrial*

General Industrial areas are intended to provide for manufacturing, wholesaling, warehousing and related uses within and an enclosed structure in which high hazard uses are located within limited areas and the method of manufacturing is not injurious to the point of constituting a nuisance to the occupants of adjacent properties by reason of the emission or creation of noise, vibration, smoke, dust or particle matters, toxic or noxious materials, odors, fire or explosive hazards, glare or heat and located in those areas where the relationship to surrounding land use would create few problems of compatibility. In addition, office parks or individual office buildings and ancillary uses, which may or may not include space for manufacturing, assemblies, or warehousing, but provide direct services to the employees or customers or other uses in the area. It is anticipated that these areas would be developed in an attractive park-like setting with landscaping, consistent signage, and similar or compatible building materials and designed to present an integrated image to customers. These areas are indicated with a "G" within the industrial land use designation on the 2035 Land Use Plan Map 9.9.

### *CA-PDD-1 Core Area Sub-District*

The PDD-1 Plan indicates that areas west of I-94, between CTH C and CTH Q for the specific development of Healthcare Business Office, Healthcare Pilot Manufacturing and Healthcare Research and Development. It is anticipated that these areas would be developed in an attractive park-like setting with landscaping, consistent signage, and similar or compatible building materials and designed to present an integrated image to customers. These areas are indicated with a "CA" within the industrial land use designation on the 2035 Land Use Plan Map 9.9.

### **Governmental and Institutional Lands**

Governmental and Institutional lands include governmental and institutional buildings and grounds for which the primary function involves administration, safety, solid water, assembly, or educational purposes. This includes public and private schools, government offices, police and fire stations, solid waste, recycling and compost facilities, libraries, cemeteries, religious institutions, hospitals, nursing homes, and similar facilities. This category would also allow office buildings and financial institutions that are not associated with a government or institutional use. Municipal Administrative Offices are indicated with a "M", Fire Stations are indicated with an "F", Police Stations are indicated with a "P", Hospitals are indicated with an "H", Public Elementary Schools are indicated with an "E", Public Middle Schools are indicated with a "MS", and Public Senior High Schools are indicated with a "S" within the Governmental and Institutional Lands. This category occupies 2,014 acres, or 10% of the Village, as depicted on the 2035 Land Use Plan Map 9.9.



*Prairie Lane Elementary School*

The Plan also recommends that the Village and the Kenosha Unified School District work together to provide shared recreational and park facilities known as School Parks. School Parks serve as locations for active recreational facilities associated with school functions; however, can and do benefit the community during off-school hours. These facilities may be owned and maintained by the Village or the School District but are open to all neighboring residents.

### ***Park, Recreational and other Open Space Lands***

Park, Recreational and Other Open Space lands occupy 2,014 acres, or about 10% of the Village, as depicted on the 2035 Land Use Plan Map 9.9. The category has several components, including lands for public and private outdoor recreation facilities and publicly-owned indoor recreational facilities, environmentally significant areas such as primary environmental corridors, secondary environmental corridors, isolated natural areas, surface water and wetlands and 100-year floodplains. This designation on the 2035 Land Use Plan Map also includes lands specifically designated for stormwater facilities and other limited recreational and open space areas.

In addition to Village owned parks, the Plan also recommends that the Village and the Kenosha Unified School District work together to provide shared recreational and park facilities known as School Parks. School Parks may be classified as a Community Park or Neighborhood Park that provide active recreational facilities associated with school functions; however, can and do benefit the community during off-school hours. These facilities may be owned and maintained by the Village or the School District but are open to all neighbored residents. Specific public park designations on the 2035 Land Use Plan Map 9.9 include:

#### *Regional Park*

Regional or major parks are large recreation sites and facilitates that are able to accommodate visitors from not only the community but the region. Regional parks tend to be natural resource-oriented and provide amenities for nature-based recreational activities. Regional parks have a 10.0 mile service radius and shall be at least 250 acres. Basic facilities and activities include: educational uses including class rooms, child or adult care facilities, pre-school facilities, day camps, and nature study areas; indoor recreational facilities and activities including auditoriums, gymnasiums, ice arenas, dance studios, swimming pools, physical fitness facilities, spa facilities, play fields/courts and athletic fields/courts; outdoor recreational facilities and activities including beaches, bicycling, hiking and nature trails and walks, boat rental and



*Prairie Springs Park Trail*

boat access sites, cross country ski trails, archery facilities, fishing, picnic areas; playgrounds and tot lots; play fields/courts and athletic fields/courts, and swimming or other water related activities; and pavilions, gazebos or other shelters and maintenance buildings. In addition, limited retail and service uses may be allowed along with public administrative offices and public service buildings, such as fire and police stations, community centers, public emergency shelters, and welcome centers. Prairie Springs Park is a Regional Park located within the Village as indicated with an "R" within the recreational lands on the 2035 Land Use Plan Map 9.9

#### *Community Park*

Community parks are intermediate in size and are intended to provide for public or private parks, open space and recreational uses to serve multiple neighborhoods or the entire community. These sites tend to focus more on the developed aspects of the park and

recreational uses such as playfields and tennis courts, than on the natural-resource amenities. Community Parks have a 2.0 mile service radius and shall be 25-99 acres. Basic facilities and activities include: beaches; bicycling, hiking and nature trails and walks; cross country ski trails; historic monuments or sites; picnic areas; playgrounds and tot lots; play fields/courts and athletic fields/courts; rollerblading; and swimming or other water related activities; skating rinks; sledding and tobogganing areas; archery ranges; golf courses and driving ranges; indoor swimming pools; pavilions, gazebos or other shelters and maintenance buildings; nature or education centers; restaurants/snack bars. These areas are indicated with a "C" within the recreational lands on the 2035 Land Use Plan Map 9.9 including two (2) potential school parks.

#### *Neighborhood Park*

Public neighborhood parks are small sites designed to accommodate the surrounding neighborhood. Like community parks, neighborhood parks are non-resource oriented and can often be found in more densely populated urban areas. Neighborhood Parks have a 0.5-1.0 mile service radius 2.0 mile service radius and shall be less than 25 acres. Basic facilities and activities include: limited beaches; bicycling, hiking and nature trails and walks; boat access sites; boating; cross country ski trails; fishing; historic monuments or sites; picnic areas; playgrounds and tot lots; play fields/courts or athletic fields/courts; rollerblading; skating areas; sledding or tobogganing areas; outdoor swimming areas; pavilions, gazebos, other shelters or maintenance buildings and temporary restroom facilities. These areas are indicated with an "N" within the recreational lands on the 2035 Land Use Plan Map 9.9, including six (6) school parks.



*Rolling Meadows Park*

#### **Environmentally Significant Areas**

To effectively guide urban development in the Village into a pattern that is efficient, stable, safe, healthful, and attractive, it is necessary to carefully consider the location of planned land uses in relation to natural resources. Locating new urban development outside of environmental corridors and other environmentally sensitive areas will serve to maintain a high level of environmental quality in the Village, and will also avoid costly development problems such as flood damage, wet basements, failing pavements, and infiltration of clear water into sanitary sewerage systems. Properly relating new development to such environmentally significant areas will also help preserve the scenic beauty of the Village. This Comprehensive Plan recommends substantial preservation of remaining primary and secondary environmental corridors, isolated natural resource areas, and other environmentally sensitive areas. Development within these areas should be limited to required transportation and utility facilities, compatible outdoor recreation facilities, and very low density residential development carefully designed so as to minimize the impact on natural resources. Where practicable and possible, this Comprehensive Plan recommends that urban development be located entirely outside of primary and secondary environmental corridors, isolated natural resource areas, and other environmentally significant areas. While calling for the preservation of these areas, the Plan recognizes that in some cases it may be necessary to allow very low density residential development on the upland portion of such lands. In addition to limited residential development, land uses such as transportation and utility facilities and certain recreational uses may also be accommodated within these environmentally significant areas without jeopardizing their overall integrity. Guidelines for the types of development that may be accommodated within various component natural resource features of environmental corridors are set forth in

Table 2-1a in Appendix 2-1. Even though these guidelines are not exhaustive, with good judgment they may be extended to, and be used for the evaluation of, proposals for similar types of development not specifically listed. The following environmental features that are specifically designated on the 2035 Land Use Plan Map are described in greater detail within Chapter 6 of this Plan.

#### *Primary Environmental Corridors*

Primary Environmental Corridors contain almost all of the best remaining woodlands, wetlands, and wildlife habitat areas, as well as floodplains and steeply sloped areas where intensive urban development would be ill-advised. Primary Environmental Corridors are at least two (2) miles in length, 400 acres in area, and 200 feet in width. The protection of the Primary Environmental Corridors from additional intrusion by urban development is one of the principal objectives of this Plan. Primary Environmental Corridors, as shown on the 2035 Land Use Plan Map 9.9, occupy about 3,071 acres, or 14% of the Village.



*Des Plaines River*

As land is proposed to be developed with urban uses detailed field investigation is required to ensure that the Primary Environmental Corridor on the specific property is preserved. Upon detailed field investigation and delineation of the Primary Environmental Corridor, the Land Use Map shall be corrected and amended to reflect actual field conditions.

#### *Secondary Environmental Corridors*

Secondary Environmental Corridors contain concentrations of high-value elements of the natural resource base, but are smaller in area than primary environmental corridors. Such corridors are at least one (1) mile in length and 100 acres in area, except where secondary corridors connect to or serve to link primary environmental corridor segments. In such cases, no minimum area or length criteria apply. Secondary Environmental Corridors, as shown on the 2035 Land Use Plan Map 9.9, occupy about 897 acres, or 4% of the Village. Secondary Environmental Corridors should be carefully integrated into urban development where possible, with the goal of preserving corridor resources. Such areas may serve as corridors for the movement of wildlife and may also lend themselves for certain uses, such as parks, drainageways, or stormwater detention or retention areas. As land is proposed to be developed with urban uses detailed field investigation is required to locate the secondary environmental corridor on the specific property so that it can be integrated into the development and preserved, where possible. Upon detailed field investigation and delineation of the secondary environmental Corridor, the Land Use Map shall be corrected and amended to reflect actual field conditions.

#### *Isolated Natural Resource Areas*

Isolated Natural Resource Areas consist of areas with important natural resource values which are separated geographically from primary and secondary environmental corridors. Most of the Isolated Natural Resource Areas in the Village are wetlands or tracts of woodlands that are at least 200 feet wide and five (5) acres in area. Isolated natural resource areas, as shown on the 2035 Land Use Plan Map 9.9, occupy about 702 acres, or 15% of the Village. This Plan recommends that these areas be preserved in essentially natural, open space uses whenever possible, since these areas sometimes serve as the only available wildlife habitat in an area and

provide natural diversity to the landscape. Isolated Natural Resource Areas also lend themselves for certain uses such as parks, drainageways, or stormwater detention or retention areas. As land is proposed to be developed with urban uses detailed field investigation is required to locate the Isolated Natural Resource Area on the specific property so that it can be integrated into the development and preserved if possible. Upon detailed field investigation and delineation of the Isolated Natural Resource Areas, the Land Use Map shall be corrected and amended to reflect actual field conditions.

### *Wetlands*

This category consists of wetlands that have been field verified by a biologist and approved by the SEWRPC or the Wisconsin Department of Natural Resources (DNR), or interpolated wetlands based on the 2005 DNR Final Wetland Inventory Maps (including farmed wetlands<sup>9</sup>). Wetlands five (5) acres or larger are typically located within environmental corridors or isolated natural resource areas; therefore a large percentage of wetlands within the Village are also located within environmental corridors or isolated natural resource areas; however, there are areas outside of environmental corridors and Isolated Natural Resource Areas that are classified as wetlands. Wetlands areas contain soils that are poorly drained and support wetland vegetation during years of normal or high precipitation or periods of normal or high water table.

Wetlands are regulated under State and federal laws and Village ordinances. Development of wetlands, usually requiring them to be filled, is limited. Permits to allow development in wetlands generally require "mitigation," which requires new wetlands to be created or existing degraded wetlands to be restored. Mitigation may be required on the same development site or in a different location. Wetlands, whether field verified or interpolated, as shown on the 2035 Land Use Plan Map 9.9, occupy about 3,860 acres, or 18% of the Village. As land is proposed to be developed with urban uses detailed field investigation is required to locate wetlands on the specific property so that it can be integrated into the development and preserved if possible. Upon detailed field investigation and delineation of a wetland, the Land Use Map shall be corrected and amended to reflect actual field conditions.



*Paradise Lake*

### *Surface Water*

The surface water category includes lakes, ponds, and major rivers and existing stormwater retention facilities which may be located within Primary or Secondary Environmental Corridors, Isolated Natural Areas, or may be classified as wetlands or located in the 100-year floodplain. Surface waters, as shown on the 2035 Land Use Plan Map 9.9, occupy about 660 acres, or 3% of the Village, excluding Lake Michigan.

<sup>9</sup> *Farmed wetlands located outside of existing or planned urban development that contain soil conditions which can support wetland vegetation; however, wetland vegetation is absent due to cultivation, use as a pasture, or other agricultural activities. Farming may continue in accordance with State and Village regulations and other applicable laws. If natural vegetation develops on some of these wetlands when farming ceases, the re-vegetated areas may eventually be reclassified as part of an environmental corridor or isolated natural resource area.*

### *Floodplains*

The 100-year floodplain as shown on the 2035 Land Use Plan Map 9.9, occupy about 3,707 acres, or 17% of the Village. The floodplain includes areas adjacent to rivers, streams, and lakes that are subject to inundation by the 100-year recurrence interval flood event. The floodplain includes both detailed and approximate floodplains. Detailed floodplains are derived from detailed hydrologic and hydraulic studies that establish base flood elevations and, in some cases, identify floodway and flood fringe areas within the 100-year floodplain. Approximate floodplains have not been determined through detailed studies, and floodway and flood fringe areas within the 100-year floodplain have not been identified. Chapter 6 provides additional information regarding detailed floodplain studies and delineations. If natural vegetation develops on 100-year floodplain lands adjacent to an Environmental Corridor, the re-vegetated areas may eventually be reclassified as an Environmental Corridor or an Isolated Natural Resource Area.

The 100-year floodplain as regulated by the Federal Emergency Management Agency (FEMA), the DNR and Village is allowed to be amended and allows for limited uses and uninhabited structures. As land is proposed to be developed detailed surveys and or floodplain studies may be required to ensure development meets all applicable floodplain regulations of the Village, State and Federal governments. Upon completion of surveys and floodplain studies, the Land Use Map shall be corrected and amended to reflect actual conditions.

### **Right-of-Ways**

All existing constructed right-of-ways (as of August 2009), and the proposed right-of-ways for the I-94 freeway corridor including interchanges and adjacent frontage roads, currently under construction, are shown on the Land Use Plan as a separate category. Existing dedicated right-of-ways where streets or pedestrian walkways that are not constructed are also shown on the Land Use Plan as a separate category. These dedicated but not constructed right-of-ways will likely not be constructed and be vacated by the Village, specifically those right-of-ways located within the Carol Beach-Chiwaukee Prairie area<sup>10</sup>. Future street right-of-ways are not shown on the Village 2035 Land Use Plan but are found on specific Neighborhood Plans and will be shown on a Village Official Map (as recommended to be prepared). There are about 1,807 acres, or 8% of the Village, within dedicated and constructed street right-of-ways and about 97 acres or less than 1% of the Village within dedicated but not constructed street right-of-ways. It is estimated at 15% of undeveloped residential land will be used for future right-of-way in the Village. Therefore the total area of existing dedicated and constructed and future dedicated and construction street right-of-ways will occupy about 2,947 acres or 14% of the Village land and full build-out of the Village based on development in accordance with the Village 2035 Land Use Plan Map shown on Map 9.9.

### **Other Transportation, Communications, and Utilities**

This category includes transportation facilities, other than those areas within the street right-of-ways category, communication and utilities. This category specifically includes railways, radio stations, active landfills<sup>11</sup> and parcels that are predominately used for private and public utilities that provide residents and businesses with electric power, natural gas, communications, water, and sewage and solid waste management facilities and services. The Pleasant Prairie Power Plant is indicated with a "P", the WE Energies boiler and coal ash landfill site is indicated with

<sup>10</sup> *Right-of-ways to be vacated within the Carol Beach-Chiwaukee Prairie are shown on Map 33 of Community Assistant Planning Report No. 88 entitled "A Land Use Management Plan for the Chiwaukee Prairie-Carol Beach Area of the Town of Pleasant Prairie", prepared by the SEWRPC in 1985.*

<sup>11</sup> *A complete inventory of former, inactive, and transitional landfills in the Village, as identified by the DNR, is provided in the Economic Development Element (Chapter 7).*



an “L”, Railroads are indicated with an “RR” and Overhead High Tension Wires are indicated with a “T” within the Other Transportation, Communication and Utilities land use designation and the WisDOT Weigh Station located within the right-of-way of I-94 is indicated with a “W”. This category occupies about 719 acres, or 3% of the Village, on the 2035 Land Use Plan Map.

### **Urban Reserve Areas (Overlay)**

Urban Reserve areas are identified on the 2035 Land Use Plan Map as an overlay. Since the Village has over 24% of developable land in agricultural uses as shown on the Map 9.5, the 2009 Existing Land Use Plan and illustrated in Table 9.5, it is envisioned that urban development as described in this Comprehensive Plan will continue to occur on an incremental basis. It is the intent of the Village Board to provide landowners and the Village with a measure of flexibility in the location and timing of new urban development, since land development is dependent on the property owners desire to develop, economic and market conditions and detailed and deliberate planning.



*Active agricultural land use in the Village*

The Village Board recognizes that not all urban land uses are needed immediately or that property owners desire to develop their land for urban purposes at this time; however property owners may want to develop their land for urban purposes within the next 25 years. Therefore, it is understood that the land located within an Urban Reserve Area is not being discouraged from or pressured to be developed and that the property owners are able to be develop their land for urban purposes at anytime during the next 25 years in accordance with this Plan and in accordance with all applicable Ordinances and regulations. Therefore, lands located within an Urban Reserve Area on the 2035 Land Use Plan Map may still be zoned agricultural and used for agricultural purposes, or zoned residential in areas to be developed or re-development urban uses to provide lands for the projected population of the Village. Furthermore, lands located within an Urban Reserve Area on the 2035 Land Use Plan Map 9.9 should be viewed as being available for urban development within the next 25 years.

Urban Reserve areas are identified on about 5,340 acres, or about 25% of the Village, on the 2035 Land Use Plan Map. At such time as land is proposed to be developed with urban services in accordance with the underlying land use designation, shown on Map 9.9, and all applicable ordinance and regulations, and the property is rezoned in accordance with the Land Use Plan Map, said Plan shall be amended and the Urban Reserve designation shall be removed. Since it is the intent to preserve environmentally sensitive areas as shown on the 2035 Land Use Plan Map as described above, these areas are not located within the Urban Reserve designation.

### **2035 LAND USE PROJECTIONS**

The comprehensive planning law requires the Land Use Element to include projections, in five-year increments, of future residential, agricultural, commercial, and industrial land uses. Table 9.10 indicates the amount of land that is currently being used for each major land category based on the Village 2009 Existing Land Use Plan shown on Map 9.5 and the amount of land used based on the 2035 Land Use Plan shown on Map 9.9. Table 9.10 indicates approximately 5,089 acres or nearly 100% of agricultural land will be converted to urban uses. About 2,505 acres of the land will be converted to residential land uses, about 808 acres of the land will be converted to commercial uses and about 701 acres of the land will be converted to Industrial uses.

**TABLE 9.10  
LAND USE PROJECTIONS**

| Land Use Category             | 2009 Existing Land Use <sup>a</sup> |                         | 2035 Proposed Land Use <sup>b</sup> |                         | Change from 2009 to 2035 |          |
|-------------------------------|-------------------------------------|-------------------------|-------------------------------------|-------------------------|--------------------------|----------|
|                               | Area (acres)                        | % of Total <sup>c</sup> | Area (acres)                        | % of Total <sup>c</sup> | Area (acres)             | % change |
| <b>Agricultural</b>           | 5,112                               | 31.2                    | 23                                  | 0.1                     | -5,089                   | -99.6    |
| <b>Residential</b>            | 3,956                               | 44.2                    | 6,460.8                             | 30.1                    | 2,505                    | 63.3     |
| <b>Commercial<sup>d</sup></b> | 375                                 | 4.2                     | 1,182.6                             | 5.5                     | 808                      | 215.4    |
| <b>Industrial</b>             | 1,345                               | 15.0                    | 2,045.7                             | 9.5                     | 701                      | 51.1     |

<sup>a</sup> Areas based on the 2009 Existing Land Use Map 9.5.

<sup>b</sup> Areas based on the 2035 Land Use Plan Map 9.9.

<sup>c</sup> The total land area of the Village in 2009 is 21,484.5 acres which under this plan is proposed to remain unchanged through the year 2035.

<sup>d</sup> Includes mixed use category in the 2035 proposed land use figures.

Source: Village of Pleasant Prairie.

Due to the uncertainty in predicting the rate of future development, it was assumed for the purpose of fulfilling this requirement that the same amount of growth would occur in each of the five five-year periods between 2010 and 2035. The amount of growth in each category is estimated as:

- **Residential:** Based on the population projection of 31,205 persons for the year 2035, 4,518 additional dwelling units will be needed to accommodate new residents between 2009 and 2035. This will result in an increase from the 7,451 dwelling units<sup>12</sup> in the Village in 2009, to 11,889 dwelling units by 2035 (see the Housing Element, Chapter 3, for more information). An additional 4,518 units between 2009 and 2035 average to about 900 new dwelling units during each five-year period from 2010 to 2035, plus an additional 25 units between 2009 and 2010.

As indicated in Table 9.10 about 2,505 addition acres of land will be used for residential purposes by 2035 therefore, it is estimated that an average of about 500 acres will be converted from agricultural to residential use during each five-year period between 2010 and 2035.

- **Commercial and Industrial:** The 2035 Land Use Plan Map 9.9 designates an additional 808 acres for commercial<sup>13</sup> and an additional 701 acres for industrial development between 2009 and 2035, which includes the continued development of lands in existing industrial parks and commercial as discussed in Economic Development Element (Chapter 7) and additional industrial and commercial areas shown on Map 9.9 that will provide additional employment opportunities and to provide additional services to meet the demands of the existing and future residents of the Village. This averages to about 160 acres of additional commercial and about 140 acres of additional industrial development during each five-year period between 2010 and 2035.

<sup>12</sup> Includes senior housing apartments but excludes assisted living, hospitals, nursing care, hospice facilities and dormitories.

<sup>13</sup> Commercial land includes land designated as mixed use on the 2035 Land Use Plan Map 9.9.



- **Agricultural:** In 2009, approximately 5,112 acres of land within the Village Sewer Service Area as described in the Utilities and Community Facilities Element (Chapter 5) is being used for agricultural purposes as shown on Map 9.5. As the Village continues to develop with urban uses, agricultural lands will decrease to approximately 23 acres between 2009 and 2035 if all land within the Village is developed pursuant to the 2035 Land Use Plan Map.

The above projections assume that all land designated for commercial and industrial growth will be developed by 2035. Because the rate of growth is dependent on many dynamic factors, not all of the areas shown on the plan map for urban development may develop by 2035. The comprehensive planning law requires that plans be updated at least every 10 years. The Village will evaluate and, if necessary, revise these projections as the Plan is updated.

### EXISTING AND POTENTIAL LAND USE CONFLICTS

Land use conflicts are most common in town areas directly adjacent to cities and villages where no boundary agreement is in place.<sup>14</sup> In the absence of a boundary agreement, conflicts arise where towns and the adjacent city or village have different “visions” for their communities. For example, a town may wish to maintain a rural, agricultural community while the adjacent city or village annexes land from the town for urban development. Towns that allow urban development near cities and villages may allow or require development at lower densities that are not cost efficient for cities and villages to provide with urban services, at such time as the city or village might annex that part of the town. Conversely, conflicts arise as cities and villages review and deny proposed subdivisions within extraterritorial plat review areas,<sup>15</sup> which may prevent residential development desired by a town.

In accordance with Section 62.23 of the *Statutes*, a city or village planning area can include areas outside its corporate limits, including any unincorporated land outside of the city or village boundaries that, in the plan commission’s judgment, relates to the development of the city or village. Potential land use conflicts can arise in these areas because they may be planned for in both the town comprehensive plan and the city or village comprehensive plan, with different or conflicting land uses recommended by each plan.

Appendix 9-5 discusses the 2035 Kenosha County Land Use Plan Map that was compiled as part of the Multi-Jurisdictional Comprehensive Plan for Kenosha County. In addition, as part of the multi-jurisdictional plan for Kenosha County communities identified conflict areas between local plans were summarized. There are no conflict areas between the Village Plan and the adjacent community plans noted.

Boundary or other agreements between the Village and adjacent communities offer the best means of resolving conflicts between local government as discussed in the Intergovernmental Cooperation Element (Chapter 8).

<sup>14</sup> Boundary agreements approved by the Village are discussed in the Intergovernmental Cooperation Element (Chapter 8).

<sup>15</sup> The Wisconsin Statutes grant cities and villages the authority to approve or deny subdivision plats within 1.5 miles of villages and cities of the fourth class, and within three miles of cities of the first, second, or third class (the City of Kenosha is a second class city). Cities and villages may also enact extraterritorial zoning regulations for their extraterritorial areas, but must work with the affected town to develop and approve such regulations. See Appendix 2-2 for additional information on extraterritorial authorities.

## LAND USE RECOMMENDATIONS

The land use element is closely related to several of the other comprehensive planning elements. For example, lands to be protected for natural resources identified for protection in the Agricultural, Natural, and Cultural Resources Element are important components of the land use plan. The land use plan map must designate enough land for residential, commercial, and industrial uses to accommodate the projected increase in population, households, and jobs in the Village in 2035. The land use plan is also the foundation for the design of the transportation system and utility and community facilities systems.

Great effort has been put into developing the Village 2035 Land Use Plan Map, which is based on the 2010 Land Use Plan Map, because it is the cornerstone of the entire 2035 Comprehensive Plan. While each separate element in the Plan plays an important role in assuring a balanced community, the Village 2035 Land Use Plan map serves to support the goals and objectives set forth in other elements of the Comprehensive Plan and to provide a visual representation and summary of the Comprehensive Plan.

This section sets forth the objectives and recommendations, including policies and programs, through the plan design year of 2035 recommended to meet the Village's overall land use goal.

### **Goal:**

*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".*

### **Objectives**

- Encourage a balanced and sustainable spatial distribution among various types of land uses to meet the social, physical, and economic needs of community residents.
- Provide aesthetically pleasing and efficient community while promoting a sustainable land use pattern that meets the social, economic, physical, ecological, and quality-of-life needs of the Village and maintaining a sense of place.
- Accommodate the projected growth in population, households, and employment in the Village as discussed in the Issues and Opportunity Element (Chapter 2) through the comprehensive plan design year 2035.
- Encourage sustainable development of land for business and residential use.
- Guide the projected growth in a manner that protects the Village's and natural resource base and character.
- Encourage the allocation of land uses to avoid or minimize threats to health, safety, and welfare.
- Promote an attractive built environment.
- Encourage land uses that promote efficient development patterns and relatively low costs to all levels of government.
- Encourage development and redevelopment of land with access to existing infrastructure and public services.

- Develop methods to analyze the long term impacts of development, including financial impacts.
- Encourage a balance between various types of development.
- Encourage an attractive and healthful physical and social environment with ample opportunities for high-quality education, cultural activities, and outdoor recreation.
- Encourage the protection, preservation, and appropriate use of natural resources in the Village.
- Protect and enhance park and open space sites.
- Preserve and enhance the Village's historic and cultural resources and character of the Village.
- Encourage the preservation of appropriate open space as part of future development proposals in the Village.
- Allow properties that are currently zoned agricultural to continue farming; however, as property is developed for urban uses it shall be developed in compliance with the Plan.
- Guide urban land uses to land that can sustain urban development.
- Preserve primary environmental corridors, secondary environmental corridors (whenever possible), isolated natural resource areas (whenever possible), wetlands, floodplains and other environmentally sensitive lands to reduce flood damage and soil erosion, protect water supplies and air quality, enhance wildlife populations, and continue to provide scientific, educational, and recreational opportunities.
- Encourage integrated water resource management of surface water, groundwater, and water dependent natural resources.
- Encourage the protection of Lake Michigan's water quality and shoreline.
- Protect floodplains from incompatible land uses.
- Support the development of a comprehensive system of outdoor recreation sites and facilities, including trails, to allow residents adequate opportunities to participate in resource-oriented and nonresource-oriented outdoor recreation activities.
- Encourage development and redevelopment that is sensitive to the preservation of significant natural, historic, and cultural features, and is compatible with such uses.
- Encourage the preservation of historic or cultural structures and districts and archaeological sites.
- Promote the provision of an adequate number of housing units and allocate sufficient land area for housing demands to accommodate current and future populations, in particular the aging populations.
- Promote a range of affordable housing choices.
- Support a full range of housing types and sizes, including single-family, two-family, and multi-family dwellings, at appropriate densities to serve the needs of the residents.
- Encourage maintaining and enhancing the number and variety of housing units for elderly and persons with disabilities.
- Discourage building on poor soils or in other areas poorly suited for residential development.
- Provide and support a range of transportation opportunities that will effectively serve existing and planned land uses.

- Provide an integrated, efficient, and economical transportation system that interconnects and supports the various land use activities in the Village.
- Encourage land use development patterns, such as Transit-Oriented Development, that can be efficiently served by public transportation and alternative transportation systems such as bicycle and pedestrian networks.
- Ensure planned land uses are adequately served by street and highway networks.
- Work to ensure consistency between Regional, County, Village and other adjacent communities land use and transportation plans so that the arterial street network, transit services, and bicycle and pedestrian facilities are appropriately sized and located to serve residents.
- Ensure provision of utilities and community facilities to efficiently and adequately serve the residents, workers, and businesses.
- Encourage land uses and densities that promote efficient development patterns and relatively low government and utility costs, including the establishment of “green” infrastructure, when possible and if practicable.
- Provide for diversified, balanced, environmentally compatible business development that will offer a variety of goods and services through conveniently located, well-designed business clusters while providing needed services for the residents.
- Promote and identify adequate areas for business creation, retention, and expansion in the Village.
- Direct commercial development by locating business and industrial land uses in clusters or in areas served by State or County Highways and Village arterial streets.
- Encourage development and redevelopment of land with access to existing infrastructure and public services while maintaining and rehabilitating existing residential, commercial, and industrial structures.
- Promote an adequate amount of available and suitable land for businesses creation, retention, and expansion to help retain existing businesses and attract new businesses.
- Promote redevelopment of underutilized commercial and industrial land.
- Promote the use of mixed-use development to achieve the desired character and services for the Village.
- Encourage intergovernmental cooperation between the Village and all levels of government in land use planning.

### ***Recommendations***

- Provide a spatial distribution of various land uses on the land use plan map that will result in a convenient, sustainable, and compatible arrangement of land uses.
- Encourage land use development patterns that preserve and enhance the distinct character or “community design”.
- Continue to develop land use plan maps that accommodate the projected growth in population, households, and employment for the community through the comprehensive plan design year 2035.
- Strive to stay current with new land use regulatory techniques, and incorporate them into the plan or implementing ordinances if needed to address development issues.

- Examine and consider establishing urban design guidelines, for which compliance may be mandatory (regulatory approach by converting guidelines into ordinance regulations) or voluntary (nonregulatory approach by encouraging developers to follow a design manual).
- Continue to prepare and update Neighborhood Plans that provide a street network plan to provide proper guidance to developers for connectivity of collector and land access streets between subdivisions.
- Update existing Neighborhood and Special Planning District Plans that are not consistent with this Plan.
- Prepare and adopt Neighborhood and Special Planning District Plans that have not been created.
- Retain Village Zoning authority as the primary means of regulating land uses and amend Ordinance as appropriate to ensure the goals and objectives and recommendations of this Plan can be achieved.
- Continue to administer and enforce the Village Zoning Ordinances, Land Development Control Ordinance, Stormwater Management Ordinance and other Village Ordinances and amend Village Ordinances as necessary to implement this Plan.
- Continue to maintain and enhance the attractiveness of the Village through implementation of landscaping, signage, and building façade requirements in the Village Zoning Ordinance.
- Encourage the use of conservation subdivision design concepts to the extent practicable.
- Consider traditional neighborhood development (TND), transit-oriented development (TOD), planned unit development, and “green” development design concepts and other design guidelines, within the Village Green Center, Chiwaukee Transit Center and other special planning areas, to preserve or achieve the character desired by the Village.
- Encourage developers to provide noise mitigation measures for new residential and other noise-sensitive land uses in proximity to I-94. Mitigation measures may include site layout, the use of buffers, building design and materials, and other measures effective in reducing noise levels.
- Provide copies of land use maps and any amendments to Kenosha County for the County to incorporate into the Kenosha County land use plan, as required by the *Wisconsin Statutes*.
- Study the potential to establish a Purchase Development Rights (PDR) program and/or a Transfer of Development Rights (TDR) program to use that focuses on the protection of significant natural resources.
- Implement recommendations included in the Housing Element (Chapter 3).
- Encourage a full range of housing structure types and sizes, including single-family, two-family, and multi-family dwelling units, in sewer service areas to provide affordable housing options for households of all income levels, ages, and special needs projected for the Village in 2035.
- Allocate sufficient land for residential development to accommodate future populations.
- Encourage new residential area to be located in neighborhoods served by public sanitary sewer and water and contain, within reasonable walking and biking distances, necessary supporting services such as parks, schools, and shopping areas. Residents should have reasonable access to employment centers, community and major shopping centers, cultural and government centers, and secondary schools and higher educational facilities.

- Encourage the use of flexible zoning techniques to accommodate a variety of housing options. Such techniques may include, live-work units, planned unit developments (PUDs), planned development districts (PDDs), cluster development.
- Implement recommendations included in the Transportation Element (Chapter 4).
- Allocate a mix of residential land use categories within Village neighborhoods to develop a land use pattern that can be efficiently served by public transportation and alternative transportation systems.
- Allocate an appropriate mix of commercial and industrial land uses to the business areas identified to develop a land use pattern that can be efficiently served by public transportation and alternative transportation systems.
- Promote efficient and safe vehicular access to land uses abutting street right-of-ways, consistent with adopted access management plans and ordinances.
- Include facilities for walking and bicycling when developing or updating Neighborhood Plans, reviewing specific development projects and when street and highway improvements are being made in accordance with the recommendations set forth in the Transportation Element (Chapter 4), to provide an alternative to motor vehicle travel and to promote a healthy lifestyle.
- Implement recommendations included in the Utilities and Community Facilities Element (Chapter 5).
- Ensure an adequate amount of land is allocated to utility uses to efficiently serve the residents.
- Support the development of land use patterns and water quality control programs to maintain or improve water quality and energy conservation and efficiency.
- Continue to identify suitable sites for healthcare facilities, including community-based residential facilities and residential care apartment complexes; schools; child care facilities; telecommunications facilities; libraries; and cemeteries, as appropriate, in cooperation with service providers.
- Allocate an adequate amount of land to allow for the necessary expansion of health care facilities or construction of new health care facilities to meet the health care needs of Village residents through 2035.
- Allocate an adequate amount of land to allow for the necessary expansion of schools or construction of new schools to meet the educational needs of Village residents, in cooperation with school districts and other communities within the school district.
- Encourage the development of nursing homes, community-based residential facilities, and other types of assisted living facilities for the elderly and persons with disabilities in appropriate locations.
- Provide adequate stormwater management facilities shall be provided for all urban development.
- Implement recommendations included in the Agricultural, Natural and Cultural Resources Element (Chapter 6).
- Residential development should be located and designed to minimize impacts on the natural resource base and to the extent practicable, should be located within neighborhoods that contain necessary supporting local services, such as park, retail and service, and elementary school facilities.

- Prior to the development of land for urban purposes all environmental features shall be field verified and approved by appropriate authorities (DNR, SEWRPC, ACOE, FEMA or other governmental units or agency) prior to development. All field delineated environmental features incorporated into the Village's 2035 Land Use Plan Map.
- Consider updating the Zoning Ordinance to further protect primary environmental corridors in accordance with the guidelines set forth in Table 2-1a in Appendix 2-1 and consider applying the same guidelines when reviewing development proposals in secondary environmental corridors and isolated natural resource areas.
- Upon the receipt of Final Map from FEMA as part of the Map Modernization Program for Kenosha County, amend appropriate Section of the Village Floodplain Zoning Ordinance and Maps to reflect the new maps and verify the floodplain is accurately shown on the Village 2035 Land Use Plan Map.
- Continue to prohibit urban land uses within the 100-year floodplain pursuant to the requirements in the Village FPO, Floodplain Overlay District.
- Ensure that adequate areas are identified on the Village's 2035 Land Use Plan Map to meet the future park and recreational needs for the Village.
- Provide an integrated system of public parks, trails, and related open space areas that will provide Village residents with adequate opportunity to participate in a wide range of outdoor recreation activities.
- Preserve high-quality open space lands for protection of the underlying natural resource base and enhancement of the social and economic well being and environmental quality of the Village.
- Discourage urban land uses in areas identified as lands with natural limitations for building site development.
- Encourage land use and development patterns that preserve land where archaeological features are located.
- Implement recommendations included in the Economic Development Element (Chapter 7).
- Provide adequate land to accommodate the approximately 28,871 jobs projected to be located in the Village in 2035.
- Retail and service commercial uses shall be located in planned commercial areas and Industrial uses shall be located in planned industrial areas with convenient access to arterial streets serviced by public sanitary sewer and water.
- Promote the redevelopment of land and the development of the "Smart Growth Areas" identified in this Chapter.
- Promote commercial and industrial development in business/industrial parks and Tax Incremental Finance (TIF) Districts.
- Promote the remediation and reuse of environmentally contaminated sites where safe and feasible.
- Promote the development of new businesses, or business expansion, in areas designated on the Land Use Plan for such uses.
- Provide adequate pedestrian areas and aesthetic features, which encourage consumer activity and community character within the Village Green Center.
- Create a central business district (Village Green Center) as a focal point for commercial activities.

- To the extent practicable, residential and employment-generating land uses should be located so as to provide opportunities for living close to work.
- Implement recommendations included in the Intergovernmental Cooperation Element (Chapter 8).
- Continue dialogs about land use planning and regulation and boundary issues among other local governments and Kenosha County.
- Continue to share information on land use-related plans and ordinances among local governments and Kenosha County.
- Continue to work with the Kenosha Unified School District and other communities in the district with cooperative planning for schools and shared park and recreational opportunities.

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