

Kenosha

The City That Could



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City of Kenosha

Rail~Volution 2006
Monday, November 6, 2006

Post-Industrial Challenges

- Kenosha was home to American Motors, later bought by Chrysler



Post-Industrial Challenges



Post-Industrial Challenges



A Site with Great Opportunity



Planning the Dream



- Streetcars played a role in City growth from 1903-32
- Creating A Streetcar Vision with Partners, Leaders and Experts

The Harborpark Master Plan



Now we build it ...



- Construction from 1998 to opening in 2000
- 1.9 mile oval and additional 0.1 mile in yard

Now we build it ...



- 5 car historic looking PCC fleet and car barn
- Total cost just over \$5 million

The Little Streetcar that Could



Kenosha: Pre and Post Development along Harbor Park

Transformative Change

- Catalyst for Private Market Response
 - 350 condos in Harborpark in 1st and 2nd Phases
 - Four major condo projects announced in downtown – over 200 units
 - Linking housing with retail
 - \$150 million in new development



Transformative Change

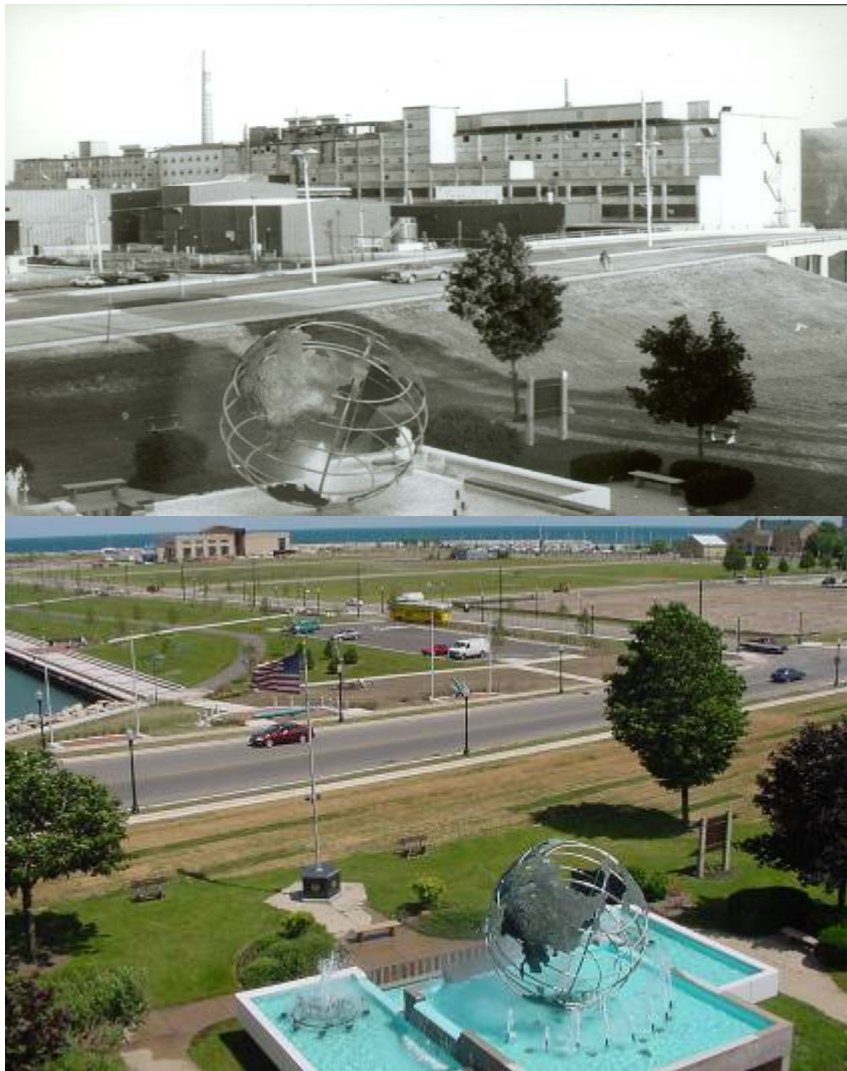
- Revitalizing public realm
 - New Public Museum
 - New Marina
 - New Civil War Museum under construction



Expanding the Model



Success is Achievable



- ▣ Incremental Change



Success is Achievable

