Kenosha
The City That Could

Len Brandrup – Transportation Director
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