

# ECONOMIC DEVELOPMENT ELEMENT

## Objective of Element

The primary purpose of this element is to present background information about the local economy and its relationship to the region. County, regional and state economic development programs are briefly reviewed to identify possible programs that the Town and Village could take advantage of to encourage appropriate economic development. In any economic development effort, it is helpful to identify the strengths and weaknesses of the Town and Village in attracting and retaining businesses and industries. This element also identifies businesses and industries that would be compatible with the Town and Village. Finally, properties in the Town and Village are analyzed to determine if any sites are contaminated and what could be done to encourage suitable reuse.

### Exhibit H-1. Basic Objectives of the Economic Development Element

- Understand the economic base of the community and statewide trends affecting the community and region.
- Identify and describe economic development programs at the local and state level.
- Assess the community's strengths and weaknesses relative to attracting and retaining new economic growth.
- Identify desirable businesses and industries.
- Identify environmentally contaminated sites suitable for commercial and industrial uses.

## Labor and Economic Characteristics

### Labor Force

Since about 1992, the national economy has been expanding and has done extremely well until the last 2 years. The number of new jobs had been steadily growing and unemployment had been declining nationally. More recently, however, a mild recession has developed since the last quarter of 2001. Wisconsin typically has a lower unemployment rate than the nation and Kenosha County typically has a comparable unemployment rate to the rest of the state.

**Table H-1. Civilian Labor Force and Unemployment Rate; Kenosha County and Wisconsin: 1996-2001**

Year	Kenosha County			Wisconsin Unemployment Rate
	Civilian Labor Force	Percent Change		
		From Previous Period	Unemployment Rate	
1996	77,200	n/a	3.5	3.5
1997	79,000	2.3	3.6	3.6
1998	81,300	2.9	3.3	3.3
1999	80,400	-1.1	3.2	3.0
2000	81,500	1.3	3.8	3.5
2001	81,800	0.3	4.9	4.5

Source: Wisconsin Department of Workforce Development

The unemployment rate for both Kenosha County and Wisconsin has risen since 1999 (Table H-1). Since 1992, the civilian labor force has seen substantial expansion up until 1996 when the rate of increase declined somewhat and then posted an overall numeric decline in 1999. It is anticipated that the labor force will continue to grow in the coming years, but at a slower rate than in the past.

It is clear that a majority of the residents in both the Town and the Village commuted to work alone. In the case of the town of Randall more than 96% of the residents rode or drove to work, while slightly over 95% in the village of Twin Lakes rode or drove to their place of employment. Because access to public transportation is quite limited and there is a lack of bike paths, trails and sidewalks, these are not viable options for many of the residents. Between the two communities there were only 105 residents, less than 3% of the total population, who worked at home.

**Economic Base**

Table H-3 shows employment statistics for Town and Village residents 16 years and over by industry in 2000. When compared to the state employment data, the percentage of Town and Village residents was higher in construction, manufacturing, and retail trade. At the same time, there were fewer residents in finance, educational, health and social services and public administration by comparison to the statewide percentages.

**Table H-2. Commuting Patterns; Town of Randall, Village of Twin Lakes; 2000**

Travel Type	Persons <sup>1</sup>	Percent <sup>2</sup>
<b>Town of Randall</b>		
Worked at home	20	1.3
Car, truck, van drove alone	1,311	85.5
Car, truck, van-carpooled	164	10.7
Public transportation	13	0.8
Walked	23	1.5
Other means	2	0.1
Total	1,533	100.0
<b>Village of Twin Lakes</b>		
Worked at home	85	3.6
Car, truck, van drove alone	2,072	87.1
Car, truck van - carpooled	190	8.0
Public transportation	21	0.9
Walked	7	0.3
Other	4	0.2
Total	2,379	100.0

Source: 2000 Census of Population and Housing (STF 3A)

- Notes: 1. Only includes those workers 16 years and over.
- 2. The numbers in the percent column may not add up to 100 due to rounding.

**Table H-3. Employment by Industry; Town of Randall, Village of Twin Lakes and Wisconsin: 2000**

Employment Category	Town of Randall		Village of Twin Lakes		2000 Wisconsin Percent <sup>2</sup>
	2000 Persons <sup>1</sup>	2000 Percent <sup>1</sup>	2000 Persons <sup>2</sup>	2000 Percent <sup>2</sup>	
Agriculture, forestry and fisheries	46	2.9	26	1.1	2.8
Construction	218	13.8	202	8.2	5.9
Manufacturing	376	23.7	711	29.0	22.2
Transportation, warehousing, utilities, communications and information	118	7.4	165	6.7	6.7
Wholesale trade	45	2.8	108	4.4	3.2
Retail Trade	192	12.1	346	14.1	11.6
Finance, insurance and real estate	56	3.5	120	4.9	6.1
Arts, personal, entertainment, food services and recreation	121	7.6	134	5.5	7.3
Educational, health and social services	221	13.9	314	12.8	20.0
Other professional and related services	159	10.0	251	10.2	10.7
Public administration	33	2.1	74	3.0	3.5
Total	1,585	100.0	2,451	100.0	100.0

Source: 1990 and 2000 Census of Population and Housing (STF 3A)

- Notes 1. Only includes employed persons 16 years and older

As shown in Table H-4, the average weekly wage of people working in Kenosha County increased 21.1 percent between 1995 and 2000 across all industries. Those sectors where the weekly wages rose substantially faster than all the sectors included the following: agriculture, wholesale trade, finance, insurance and real estate and services. Of these, finance, insurance and real estate demonstrated the largest increase over this 5-year period with an increase of 33.6 percent. From 1999 to 2000, the largest single year increase was in the total government sector, while the greatest loss in the average weekly wage was in the transportation and public utilities sector. In 2000, workers in Kenosha County on average received \$15 a week more than did the average worker in the state. Workers in the manufacturing sector saw the largest differential of slightly more than \$132 per week in comparison to others throughout the state. Workers in the finance, insurance and real estate sector received less than 85% of what their counterparts throughout the State were paid, followed by those in agriculture who received slightly less than 90 %.



**Table H-4. Average Weekly Wage by Industry Division; Kenosha County and Wisconsin: 2000**

Industry	Kenosha County	Wisconsin	Percent of State Average	1 year % change	5-year % change
All Industries	\$610	\$595	102.5	1.1	21.1
Agriculture, Forestry and Fishing	\$390	\$434	89.8	6.9	26.6
Construction	\$798	\$750	106.4	0.1	17.6
Manufacturing	\$896	\$764	117.3	-0.5	18.2
Transportation and Public Utilities	\$669	\$705	95.0	-3.9	19.4
Wholesale Trade	\$778	\$779	99.9	3.2	26.5
Retail Trade	\$281	\$281	100.1	4.2	18.4
Finance, Insurance and Real Estate	\$664	\$787	84.4	6.1	33.6
Services	\$500	\$553	90.4	4.3	24.4
Total Government	\$681	\$650	104.8	7.1	17.4

Source: Wisconsin Department of Workforce Development

Notes: Data is for the second quarter (April, May and June) for each year.

Table H-5 shows the top ten employers in Kenosha County in 2000 based on employment data maintained by the Wisconsin Department of Workforce Development, Bureau of Workforce Information. As listed, Kenosha Hospital and Medical Center and Daimler Chrysler are the predominant employers in the county.

**Table H-5. The 10 Largest Employers in Kenosha County: 2000**

Company	Product or Service	Number of Employees
Kenosha Hospital & Medical Center	Office & Clinics of Doctors of Medicine	1000+
Daimler Chrysler Corporation	Motor Vehicle Parts and Accessories	1000+
Supervalu Holdings Inc.	Groceries	500-999
Snap-On Tools Mfg Company	Hand and Edge Tools	500-999
Aurora Health Care of Southern Lake	General Medical and Surgical Hospitals	500-999
McDonalds Restaurants of Wisconsin	Fast Food Restaurants	250-499
Martin Petersen Company Inc.	Sheet Metal Work	250-499
The Cherry Corporation	Electronic Parts and Equipment	250-499
Jockey International Inc.	Knit Underwear and Nightwear Mills	250-499
Carthage College	Private College	250-499

Source: Wisconsin Department of Workforce Development, Bureau of Workforce Information

Agriculture is also a part of the local economy and an important part of the employment sector (albeit a relatively small role). Agriculture at the national and state levels has been experiencing a number of shifts and trends. In large part, agriculture in this area has followed these trends.

In 1997 there were 388 active farms in Kenosha County. Of these, 340 or 87.6 percent were less than 500 acres in size, in comparison to the emerging trend, which is toward larger farms and fewer operators. There are many reasons for this trend including a move toward greater efficiencies due to lower market prices, the move away from small dairy operations that were once quite common and the aging of farm operators.

Table H-5 shows the change in agriculture in Kenosha County as represented by a limited number of dimensions. Between 1992 and 1997, the number of farms, the number of acres in farmland and the number of acres in cropland all experienced a decline. Given the economics of farming, an increasing number of farm operators must now rely on income

**Table H-6. Farming Characteristics; Kenosha County: 1992 and 1997**

	1992	1997	Percent Change
<b>Farms</b>	420	388	-7.6
<b>Acres in Farms</b>	92,761	84,744	-8.6
<b>Acres in Cropland</b>	82,049	73,716	-10.2
<b>Operators Who Also Work Off the Farm</b>	207	207	0.0
<b>Farming As Principal Occupation (percent)</b>	56.0	49.5	-11.7
<b>Farming As Secondary Occupation (percent)</b>	44.0	50.5	14.8

Source: 1997 Census of Agriculture

earned off the farm to help keep the farming operation viable. Between 1992 and 1997, there was a decline of 11.7 percent in those who reported farming as their principal occupation. In Kenosha County the number of farm operators who worked a portion of their time off the farm remained constant over this five-year period. In 2000, of the 481 individuals over the age of 16 who reported working in the agriculture, forestry and fishing industry, 46 of them resided in the town of Randall and 26 in the village of Twin Lakes. Throughout the state and country, fewer young people are entering farming which also supports the continued trend of larger farms and a potential conversion of this valuable land to non-farm uses.

## Review of Economic Development Programs

This section is intended to provide a brief overview of some of the local and state programs that are available for economic development efforts.

### State Programs

At the state level there are a wide range of programs to assist business retention, expansion and relocation (Exhibit H-2). The Department of Commerce (DOC) is the lead economic development agency in the state and administers a number of programs. The Department of Transportation (WisDOT) plays a much smaller, but important, role as well.

Forward Wisconsin is a nonprofit organization created as a public-private partnership to attract new businesses, jobs and increased economic activity to the state. The group focuses on six target industries (computer & data processing services, plastics, business services, forest products, biotechnology and production machinery & equipment) and one primary back-up target (customer service centers).

#### **Exhibit H-2. Summary of Selected Economic Development Programs for Communities and Businesses**

- **The Community Development Block Grant-Public Facilities for Economic Development (CDBG-PFED) Program** is a federally funded program administered by the Wisconsin Department of Commerce. A CDBG-PFED grant is designed to assist communities that want to expand or upgrade their infrastructure to accommodate businesses that will create new jobs. A local unit of government is limited to \$1,000,000 per calendar year and no more than \$750,000 can be used to benefit a single business or a group of related businesses.
- **The Community Development Block Grant-Economic Development (CDBG-ED) Program** is a federally funded program administered by the Wisconsin Department of Commerce. It is designed to assist businesses that will invest private funds and create jobs as they expand or relocate to Wisconsin. The Department of Commerce awards funds to a local unit of government as a grant, which then loans the funds to a business that commits to create jobs for low and moderate-income residents. When the business repays the loan, the community retains the funds to start a local revolving loan fund. This fund can then be used to finance additional economic development projects within the community.
- **Community Development Block Grant- Blight Elimination and Brownfield Development Program (CDBG-BEBR)** is a federally funded program administered by the Wisconsin Department of Commerce. It is designed to help communities with assessing or remediating environmental contamination of an abandoned, idle or underused industrial or commercial facility or site in a blighted area, or that qualifies as blighted.
- **Enterprise Development Zone (EDZ) Program** is a tax credit program for major business startups or expansions that are located in one of the designated areas of the state that suffers from high unemployment, declining incomes and property values and other indicators of economic distress. Tax credits are only available on income generated within the zone and the total of tax credits within each zone is capped at \$3 million.
- **Community Development Zones** are specially designated areas in the state. Once created they exist for 20 years with a potential for extending the zone for another 5 years. The zones range from small rural areas to large metropolitan areas. A certified employer in a zone can earn a tax credit against a Wisconsin income tax liability for job creation and for environmental remediation.
- **Rural Economic Development (RED) Early Planning Grant Program** is designed to assist rural business with 25 employees or less. Grants may only be used for professional services such as preparation of a feasibility study, market study or business plan.
- **Wisconsin Development Fund – Technology Development Fund (WDF)** helps finance product research and development and commercialization.
- **Wisconsin Development Fund-Major Economic Development Program (MED)** provides financial assistance for business startups or expansions that can create or retain a significant number of jobs and to leverage private capital investment.
- **Transportation Facilities Economic Assistance and Development Program** funds transportation facilities improvements (road, rail, harbor and airport) that are part of an economic development project.

### **Local Programs**

Local governmental as well as non-profit business associations in Kenosha County and the surrounding counties offer services in support of furthering the economic development of the area. These organizations include the Kenosha County Executive and Board of Supervisors, the Southeastern Wisconsin Regional Planning Commission (SEWRPC), the Kenosha Area Business Alliance (KABA), and the Regional Economic Partnership (REP). In addition to the ongoing efforts of these various entities, during the past four years a number of specific analyses, appraisals and local summits have resulted in considerable information to guide the future economic development of Kenosha County, the Village and the Town.

The Kenosha County Executive and County Board of Supervisors have an ongoing commitment to the economic development of the County. In August 2001, over 200 business, government, education and community services leaders attended the Kenosha County Economic Summit. The Blue Ribbon Strategic Plan Task Force, a subcommittee of the Kenosha County Workforce Development Board, developed the Summit. The resulting work of seven focus groups resulted in specific action plans to guide the community and ensure that Kenosha County was poised to grow and have high skill, high wage jobs in the community while maintaining and improving the quality of life for local residents.

The Executive Committee of the Workforce Development Board is responsible for monitoring progress in the following areas:

- Early Childhood Development (Birth-Kindergarten)
- Seamless K-16 Education
- Quality of Life
- Infrastructure
- Economic Base and Diversification
- Income and Ability to Pay
- Technology Zone

In anticipation of the Summit, the Kenosha Area Business Alliance (KABA), with financial support from UW-Parkside, contracted with TIP Development Strategies of Austin, Texas to analyze the strengths, weaknesses, opportunities and threats of Kenosha County. TIP interviewed 30+ community leaders from business, government, education, labor and community service organizations. The resulting framework of their efforts was a series of further recommendations designed to guide the work of the task forces and focus groups. From the work that has been done it is evident that a close working arrangement and cooperation among the various units of government within Kenosha County is deemed critical to the success of these initiatives. Future participation by representatives of the Town and Village in the economic development activities of the County is strongly encouraged.

In addition, in September 2001 the village of Twin Lakes contracted with Advanced Planning Concepts, formerly of Madison, Wisconsin, now located in Knoxville, Tennessee to prepare a comprehensive report to guide the economic development component of their comprehensive planning process. The analysis addressed the following conditions that are critical to the future of the Village:

- The Current Conditions and Trends
- An Existing Industry Study
- A Regional Retail Market Analysis
- An Office/Business Study
- Site Placement and Development
- An Impact Analysis of New Industrial Development

It is important to the future economic development of the Village and Town that attention be given to the results and recommendations incorporated in the final report, *“The Economy of Twin Lakes, Wisconsin-An Analysis and Appraisal.”* Support from local, county and state officials will also be important to advancing the interests of all concerned.

In 1999, Economics Research Associates also provided additional information for the Village in a report titled “*Village of Twin Lakes – Economic Analysis*.” The primary focus of that effort was to provide specific economic and market recommendations with regard to future real estate development policy in Twin Lakes. Major recommendations focused on how Twin Lakes related to near-term growth and development in the region, the development assets and weaknesses of the Village, and development options that made economic sense. The resulting data will also be important as future recommendations for economic development in the Village and Town evolve.

As previously noted, the resources of the SEWRPC, the KABA, and the REP are also available to the Village and Town. The Southeastern Wisconsin Regional Planning Commission was established in 1960 under Section 66.945 of the Wisconsin Statutes as the official areawide-planning agency for the highly urbanized southeastern region of the state. The Commission was created to provide basic information and planning services necessary to solve problems that transcend the corporate boundaries and fiscal capabilities of the local units of government comprising this region. The six counties in addition to Kenosha County include Milwaukee, Ozaukee, Racine, Walworth, Washington and Waukesha. The Annual Reports prepared by the Commission and the services offered also provide invaluable resources that are available to the Village and Town in this process.

The Kenosha Area Business Alliance is the lead organization in Kenosha County that coordinates economic and community development activities countywide. As a non-profit business association, the Alliance also supports and provides services to its members and the community in fostering area economic growth and development. KABA was created in 1996 by the merger of the Kenosha Area Development Cooperation and the Kenosha Manufacturers and Employees Association, and is supported by membership dues and fees, as well as service contracts with units of government.

The Regional Economic Partnership (REP) is an organization that combines the economic development departments of the region’s seven counties (Kenosha, Milwaukee, Ozaukee, Walworth, Washington, and Waukesha) plus We Energies, the city of Milwaukee, the SEWRPC, and the Metropolitan Milwaukee Association of Commerce to create business opportunities in locations in Southeast Wisconsin.

In an interview conducted by the Consultant in early spring with the President of the Twin Lakes Chamber of Commerce a number of thoughts and concerns were expressed that also warrant consideration in the process of economic development for the area. With the cost of living as high as it is in the area, future development needs to consider the development of TIF (Tax Incremental Financing) districts. The attractive natural features of the area have contributed to significant increases in land costs, which result in higher costs for businesses to establish themselves.

There must also be other incentives to make the area attractive for development. Some existing and potential business losses have occurred because of the distances from the highway to this area, lack of lodging, lack of skilled workers and the lack of a public water system to name a few.

The local economy could benefit from jobs paying more than the minimum wage if they are to be attractive to skilled workers. Business that may find a good fit in the Village might include sales offices, service companies, a bank, catering service, coffee shop or deli, just to recognize a few. This area has available land, which needs to be seriously considered for future economic development that can serve to stimulate local conditions and tax structures. One particular opportunity is to provide venture capital and support for entrepreneurial businesses since there is a history of local businesses being started and nurtured here.

**Selected Community Survey Results**

The 2003 Community Survey contained fifty various questions that were directed to the residents of the town of Randall and village of Twin Lakes. What follows are a select number of the questions and responses received from residents of the Village and Town that are worth consideration as planning for future economic development evolves.

**Village of Twin Lakes**

4. The current population of Twin Lakes is about 5,300. Between 1990 and 2000, the Village’s population grew by 1,135 residents, representing an increase of 28 percent. At what rate should the Village grow over the next 20 years?

Faster than previous decade	100 (8.3%)
Slower than previous decade	407 (33.7%)
About the same rate	421 (34.9%)
No growth	109 (9.0%)
No opinion	138 (11.4%)

9. Should the Village treat the town of Randall as a partner?

Yes	673 (55.8%)
No	170 (14.1%)
No opinion	298 (24.7%)

11. Encourage economic development of the following types:

Light industry/business	682 (56.6%)
Business/office	636 (52.7%)
Retail/service commercial	686 (56.9%)
Tourism	503 (41.7%)

12. Own, buy, develop and operate a light industry/business park with public investment?

Yes	304 (25.2%)
No	630 (52.2%)
No opinion	190 (15.8%)

13. Encourage private interests to operate a light industry/business park?

Yes	661 (54.8%)
No	308 (25.5%)
No opinion	160 (13.3%)

14. Enhance the downtown?

Yes	869 (72.1%)
No	165 (13.7%)
No opinion	122 (10.1%)

15. Attempt to attract new retailers and commercial businesses to the downtown area?

Yes	879 (72.9%)
No	161 (13.3%)
No opinion	116 (9.6%)

## 16. Encourage downtown re-development?

Yes	794 (65.8%)
No	192 (15.9%)
No opinion	167 (13.8%)

## 17. Consider buying strategic downtown properties for re-development?

Yes	432 (35.8%)
No	472 (39.1%)
No opinion	228 (18.9%)

**Town of Randall**

4. The current population of Randall is 3,200. Between 1990 and 2000, the Town's population grew by 534 residents, representing an increase of 22 percent. At what rate should the Town grow over the next 20 years?

Faster than previous decade	85 (8.4%)
Slower than previous decade	345 (34.0%)
About the same rate	332 (32.7%)
No growth	110 (10.8%)
No opinion	105 (10.3%)

## 9. Should the Town treat the village of Twin Lakes as a partner?

Yes	466 (45.9%)
No	336 (33.1%)
No opinion	148 (14.6%)

## 11. Encourage economic development of the following types:

Light industry/business	447 (44.0%)
Business/office	408 (40.2%)
Retail/service/commercial	354 (34.9%)
Tourism	258 (25.4%)

## 12. Own, buy, develop and operate a light industry/business park with public investment?

Yes	203 (20.0%)
No	571 (56.3%)
No opinion	167 (16.5%)

## 13. Encourage private interests to operate a light industry/business park?

Yes	422 (41.6%)
No	380 (37.4%)
No opinion	141 (13.9%)

## 14. Attempt to block or slow the village of Twin Lakes expansion?

Yes	600 (59.1%)
No	190 (18.7%)
No opinion	169 (16.7%)

**Assessment of Strengths and Weaknesses**

During the planning process, meeting participants were asked to identify specific businesses and industries they felt would be appropriate for the Town and Village. Using this input as a starting point, a list of desirable businesses and industries was developed and is included below.

Many of the potential types of businesses are small-scale employers in the service, light manufacturing, and recreational/tourist sectors. Many of these would complement existing businesses and help create a critical mass of businesses that would stimulate economic activity and benefit local residents. These various businesses while generally compatible may not be suitable in all locations. It is important, therefore, that possible areas be specifically identified on the future land use map.

### **Results of the Business Survey from the Community Meeting**

#### **Potential Businesses and Industries**

Copy/Print Shop	Bookstore
Grocery Stores	Farm and Fleet
Gym/Health Club	Bed and Breakfasts
Boat Rentals	Taxi Service
Senior Housing	Retail – small to midsize stores downtown
Something in harmony with the environment and vision of the community's future	Commercial Support to Citizens
Campgrounds	Animal Clinic
Service Retail	Specialty Retail Stores
Fast Food Restaurants	Antique Shops
Light/clean Industry	“Sun City” Type Development
Agricultural– processing, distribution, machinery	Senior Services-Recreation, medical, etc.
Tourism/Recreational-golf, spas, resorts, etc.	Co-ops and Organic Foods
High Tech Manufacturing-	Call Centers
Restaurants	Light Manufacturing
Community Library Expansion	Quality hotels/motels
Boat Rental Business	Starbucks
Large Volume Retail	Small Boutiques
Warehouse/Distribution	Clean, small manufacturer

#### **Desirable Businesses and Industries**

After identifying the potential businesses and industries the participants were asked to articulate the various reasons why those potential businesses would likely want to locate in the Town and Village (strengths) and also why the businesses would not want to locate in the Town and Village (weaknesses). These responses are shared below.

The strengths focus on such things as transportation access, workforce availability, quality of life in the area, the natural attractions, and projected growth as examples. The weaknesses speak to concerns about high rates of taxation, lack of infrastructure, strict environmental laws, and citizens' objections to name a few.

#### **Current Strengths in the Communities**

Cheap energy	Decent highway access
Multi-talented workforce	Hometown workforce
Honest/decent people	Opportunity for specialty shops
Quality of life	Local attractions/recreation
Lakes	Opportunities for service shops
Low cost available land	Low tax rate
Well maintained roads	Lower speed limits
Open space	Retail Purchasing power
Interesting demographic mix	Growing population
Safe area	More competition
Population and tourism population	Attractive area
Availability of skilled/educated workers	Purchase power

Additional training opportunities  
 Lower labor costs  
 Near two large metro markets  
 Strong agriculture and tourism base  
 Good environment – state government  
 Climate and weather

Lack of some services  
 Good job opportunities  
 Cooperative governments  
 Planning  
 Good schools at all levels  
 Large population growth

### **Current Weaknesses in the Communities**

State taxes too high  
 Pensions taxed  
 Lack of suburban sprawl  
 Minimal workforce of skilled laborers  
 Limited number of good industrial sites  
 Citizen objections  
 High senior population  
 No active transportation options  
 No rail service  
 Low population density  
 No sewer in some areas  
 Lack of support industries  
 Poor credit availability  
 No legal business incentives  
 Limited broadband Internet access

Too far from the Interstate  
 Not enough population  
 No municipal water  
 Youth leaving the area  
 Strict DNR/environmental responsibility laws  
 Poor climate and weather  
 Proximity to Lake Geneva  
 No community focus/vision  
 No public transportation – outbound  
 Not enough low/moderate income housing options  
 Confusing politics  
 Wisconsin's liberal/litigious reputation  
 Nearby large industrial parks (well serviced)  
 No major highways  
 High technology/high paying jobs

## **Environmentally Contaminated Sites**

The Department of Natural Resources has been notified of a number of environmentally contaminated sites in the town of Randall and village of Twin Lakes. In the village of Twin Lakes the existence of six LUSTS (Leaking Underground Storage Tanks) sites have been identified. By definition a LUST is a leaking underground storage tank that has contaminated soil and/or underground water with petroleum. The sites in the Village include the following:

- (1) The Baldwin site at 1142 Lucille Avenue, Twin Lakes. Though minor contamination remains on the site it has been officially closed and there are no restrictions on the future use of the property.
- (2) The Bungert Property site at 487 Waldeck Drive, Twin Lakes. There has been no activity on this site since October 2002 and it remains on the active list of sites needing further clean up.
- (3) The Lakeshore site at 2163 East Lakeshore Drive, Twin Lakes. This site is officially closed and there are no restrictions on the future use of the property.
- (4) The Sarna Property site at 108 Lance Drive, Twin Lakes. There are continuing problems that are environmentally significant at this site. A site investigation report was completed and the DNR is awaiting a feasibility study for the clean up of the area. The DNR has ordered the Village to discontinue the use of the well at the park for purposes of drinking water. There are also concerns from the Kenosha County Health Department regarding the use of the water for hand washing and toilet use.
- (5) The Skinners Service site at 302 East Main Street, Twin Lakes. A variance was approved in December 2001 to close the site with ground water contamination above the preventive action limit (PAL) in some of the monitoring wells. Ongoing sampling is occurring and there are no restrictions on the future use of the property.

- (6) The Twin Lakes Quick Mart site at 410 North Lake Avenue, Twin Lakes. A request for official closure of this site is pending with the DNR.

In the town of Randall there is one ERP (Environmental Repair) site that has been identified. By definition an ERP is a site other than a LUST that has contaminated soil and/or groundwater. Examples of such sites include industrial spills (or dumping) that need long-term investigation, buried containers of hazardous substances and closed landfills that have caused contamination. An ERP site includes petroleum contamination from above ground, but not underground, storage tanks. The ERP site in the Town is the former Twin Lakes Village Landfill Site, which was closed in 1992 and is located on Burlington Road.

## **Goals, Objectives, Policies, and Recommendations**

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The goals, objectives, policies and recommendations for this element are found in Chapter B.