

Downtown Design Standards

Downtown Racine Corporation
City of Racine

May 10, 2005

How to Use This Document

This document provides specific required standards for the physical arrangement and massing of buildings and streets in the different parts of Downtown Racine.

District and Corridor Development Standards

These standards are separated into seven districts or corridors – each with its own specific requirements. The appropriate district standard should be consulted for each project reviewed. The districts and corridors are as follows:

1. River District
2. State Street Corridor
3. Marquette Corridor
4. Sixth and Seventh Streets Corridor
5. Main Street Corridor
6. Marina District
7. Gaslight District

Project Review

The Racine City Development Department staff and City Plan Commission shall provide project review for consideration and approval by the Common Council for development within each district.





Downtown Design Standards

River District

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Downtown Racine Corporation
City of Racine

May 10, 2005

Intent

The River District Design Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear, objective and prescriptive requirements for essential aspects of development.
- Tailored to the River District area to enhance its unique qualities and maximize development opportunities.



River District Location

Existing Conditions – 2004

Location

The River District encompasses much of the land flanking the Root River as it winds its way from the 6th Street Bridge in the southwest, past the Marquette Bridge and onto the State Street Bridge to the northeast. Boundaries are shown in the diagram below.

The River District includes several large redevelopment sites and other major opportunities for reuse of existing low-intensity, under-utilized or vacant parcels. Distinct features include:

- The Case-New Holland parking lots and undeveloped campus areas north of the river.
- The Golden Books/Western Publishing site and the Next Generation Now and 21st Century Preparatory School site north of the river and west of the Marquette Street Bridge.
- Marina-oriented uses, including Azarian marina and 5th Street Yacht Club.



Existing Conditions

Character

The River District character is shaped by its location along the winding, protected bends of the Root River. New development should reflect the character of the high-quality industrial warehouses remaining in the district.

New buildings should use materials and forms that create a “working waterfront”/warehouse theme. Projects should:

- Be compatible with the existing high-quality building stock of brick warehouse and manufacturing buildings.
- Maximize exposure to existing and new marinas.



View South at Marquette Street Bridge



View of River District looking North

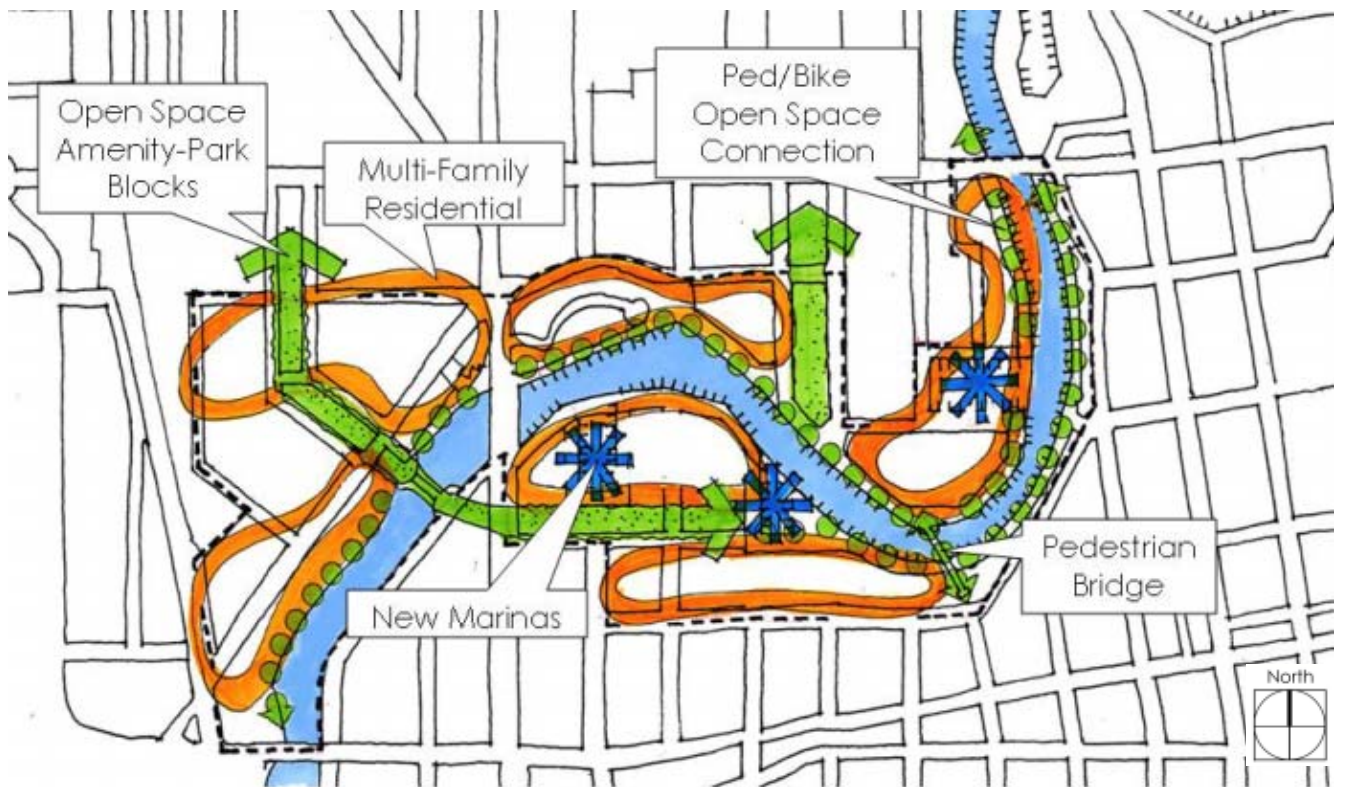
Concept

Provide a pedestrian-oriented high-density residential district oriented toward riverfront.

Description

Essential aspects of the River District include:

- **Buildings oriented to outdoor amenities:** Multi-family residential development should focus on the Root River, new marinas and the park blocks.
- **Pedestrian and bicycle off-street connections:** Provide publicly-accessible urban hardscaped off-street pathways for pedestrians and bicycles, unifying both sides of the river and linking the new districts to the water and downtown core.
- **Historic Racine block structure:** Reestablish an urban street grid rather than meandering private driveways.
- **Marinas:** Build additional marinas as a focus for new residential development where feasible.
- **Historic buildings:** Reuse and renovate high-quality warehouse and manufacturing buildings where feasible.



Concept Diagram

Build Out – 2025

A range of multi-family “urban” housing types is envisioned for the River District. High-density “warehouse-styled” residential development will include lofts, condominiums, townhouses and apartments for a range of incomes.

A limited amount of home employment “work-live” office space and retail/restaurant space will also be offered.

Approximate Area: 98 acres

New Development and Target Density:

- Retail: 55,500 SF
- Office: 180,000 SF
- Residential: 120 units
- Open Space: 52,000 SF



Build Out Diagram

Street Grid

Develop blocks that are compatible with the existing Racine historic downtown block structure and appropriate to their specific district location.

Requirements:

- As indicated in diagram below.



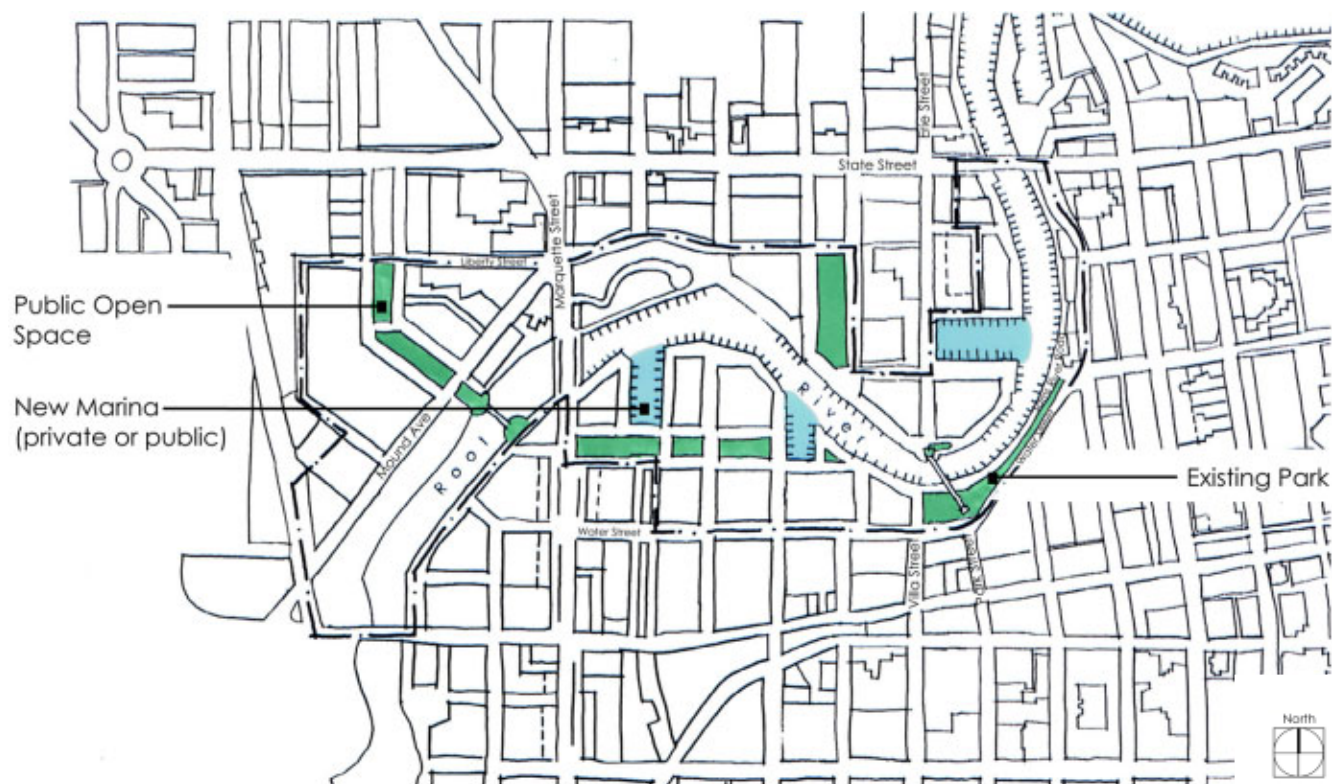
Street Grid Diagram

Public Open Space

Waterfront pathways and park blocks offer direct public access to the river and lakefront throughout the River District.

Requirements:

- Connecting from State Street to Root River.
- Direct and continuous off-street pedestrian walkways and bicycle lanes.



Public Open Space Diagram

Land Use

Provide appropriate arrangement of land uses to create and maintain high-density close-in neighborhoods.

High-density Residential Requirements

- Minimum 40 units/acre (net).

Medium-density Residential Requirements

- Minimum 15 units/acre (net).



Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirements:

- As indicated on diagram below.



Build-to Line Diagram

Active Edges

Focus the activity of a building at street level to provide security, safety and “eyes on street.”

Requirements

- Active edge along all waterways and parks.
- Front doors facing street, walkways or waterways.
- Residential first floor openings (windows and doors) comprising a minimum of 50% of the building's front facade.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's front facade.
- Doorways located no more than 36” above adjacent right-of-way.
- Curb cuts not permitted.



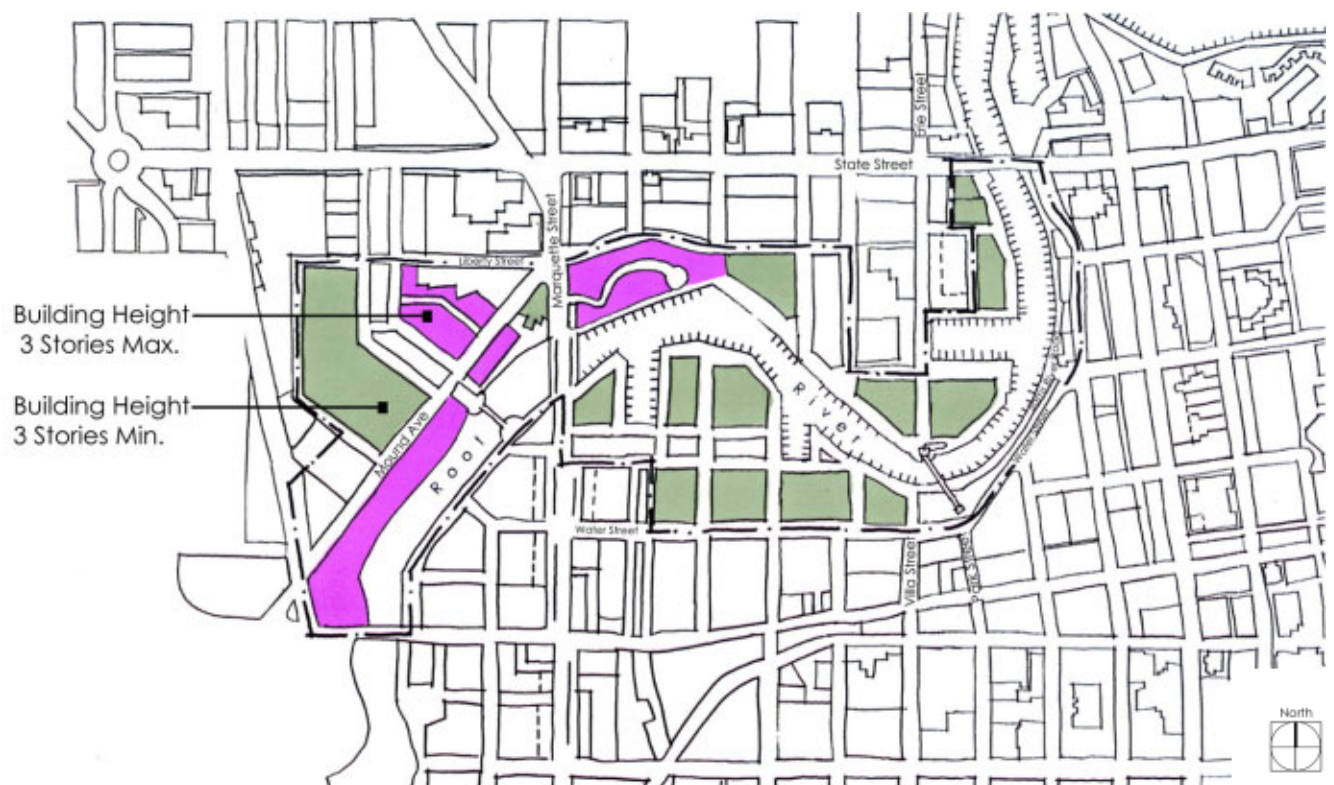
Active Edge Diagram

Height

Lower building heights should be built adjacent to existing neighborhoods. Taller buildings should generally be located along the waterfront.

Requirements:

- Three-story *maximum* as indicated in diagram below.
- Three-story *minimum* as indicated in diagram below.



Building Height Diagram



Downtown Design Standards

State Street Corridor

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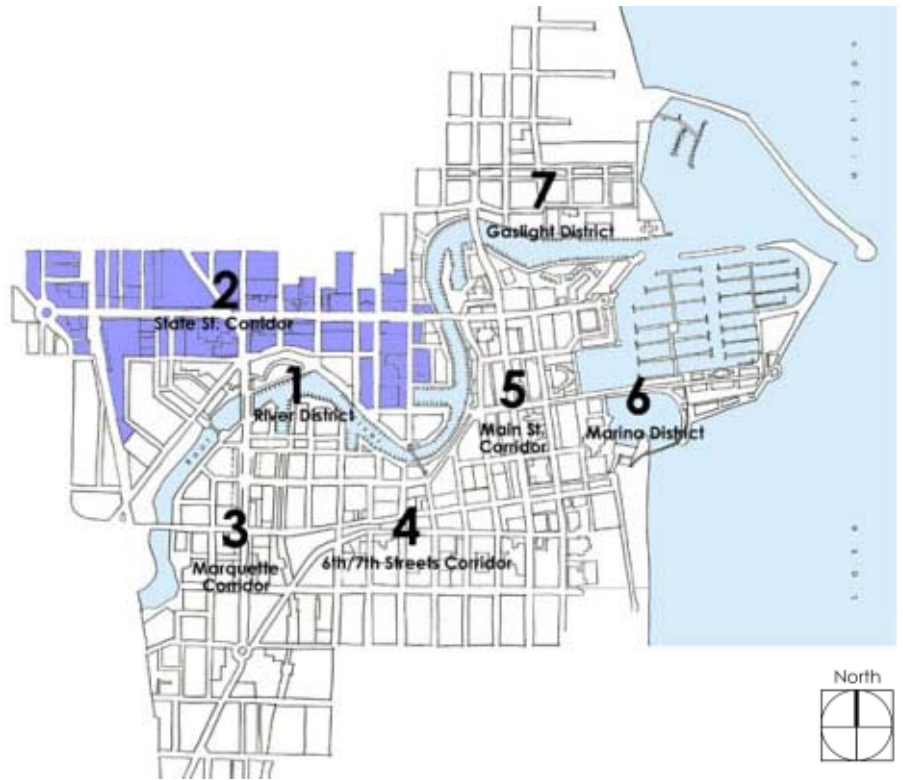
Downtown Racine Corporation
City of Racine

May 10, 2005

Intent

The State Street Corridor Development Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear and objective, prescriptive requirements for essential aspects of development.
- Tailored to the State Street area to enhance its unique qualities and maximize development opportunities.



State Street Corridor Location

Existing Conditions - 2004

Location

The State Street Corridor encompasses the area along State Street from Memorial Drive east to the Root River, and south to Liberty Street.

Currently the State Street Corridor includes many underutilized small-scale buildings, “office campus” buildings and a considerable number of low-intensity or vacant parcels. Key sites and uses include:

- Case-New Holland campus, both north and south of State Street.
- Merchants Moving & Storage facilities.
- New multi-modal transit center.
- Existing neighborhood retail/services at Memorial and State.



Source: City of Racine 2004

Existing Conditions

Character

The State Street Corridor, with its numerous vacant and underutilized parcels, offers a special opportunity to reconnect fragmented existing uses and create a downtown gateway and boulevard employment street.

New development should enhance and strengthen the Corridor's:

- Existing retail, commercial, cultural, institutional, employment, transit and residential uses.
- Employment uses both large and small to provide a range of family-wage and professional jobs.

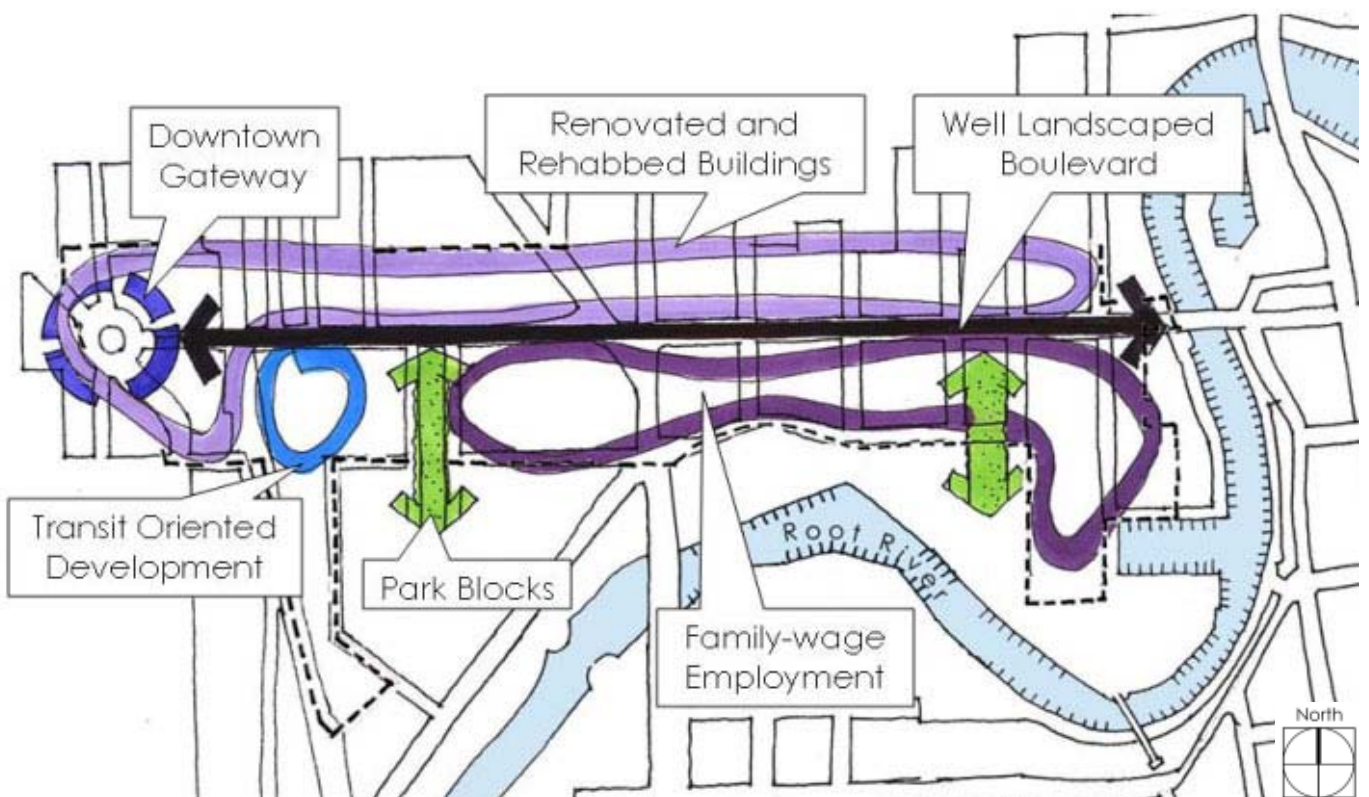
Concept

Provide a corridor that serves both as an inviting entry into the downtown core and a desirable office address for a variety of employment types.

Description

Essential aspects of the Main Street Corridor are:

- **Employment:** Foster development of family-wage office and other employment uses along State.
- **Gateway:** Provide a gateway entry into downtown and improve auto and pedestrian access at Memorial Drive and State Street.
- **Transit-oriented uses:** Develop new housing and improve access to existing transit-related commercial uses adjacent to the multi-modal transit station.
- **Historic Buildings:** Encourage reuse and redevelopment of all historic buildings fronting State Street.
- **Neighborhood Connections:** Connect Garfield School and adjacent neighborhoods to the river and downtown with a green “ribbon” of Park Blocks.
- **Future Streetcar:** Design State Street to accommodate future streetcar tracks.
- **Green Boulevard:** Create a landscaped “green boulevard” on State Street, with enhanced walkways, special lighting, and other street beautification measures.
- **Civic and Institutional:** Maintain and strengthen existing churches, school and employment uses.



Concept Diagram

Build Out – 2025

A broad range of development types and uses will strengthen and energize the State Street Corridor. New employment is proposed to range from live-work units to expanded office “campus” uses further east near the Root River.

Residential development should include infill projects offering mixed-use transit-oriented housing and limited office uses adjacent to the multi-modal transit center. Other new residential development would be upper floors of “live-work” renovation projects proposed for existing high-quality State Street buildings.

New Park Blocks should provide a focus for development for housing (to the west) and office uses (to the east) as well as being green pedestrian connections to the river and downtown.

Approximate Area: 57 acres

New Development & Target Density:

- Retail:
- Office:
- Residential:
- Open Space:



Build Out Diagram

Street Grid

Develop blocks that are compatible with the existing Racine historic block structure and appropriate to their specific district location.

Requirements:

- New streets as indicated in diagram below.



Street Grid Diagram

Public Open Space

Park blocks offer an open space amenity for new development as well as direct public access from State Street to the Root River.

Requirements:

- Connecting from State Street to the riverfront.
- Direct and continuous off-street pedestrian walkways and bicycle lanes.



Public Open Space Diagram

Land Use

Provide appropriate arrangement of land uses to create a pedestrian emphasis on State Street and establish a vibrant live-work neighborhood.

Medium-density Residential Requirements

- Minimum 15 units/acre (net).

High-density Residential Requirements

- Minimum 40 units/acre (net).



Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirement:

- Construct buildings up to right-of-way line or with minimum and maximum setbacks as illustrated on diagram below.



Build-to Line Diagram

Active Edges

Focus the activity of a building at street level to provide security, safety and “eyes on street.”

Requirements

- Front doors facing street or walkways.
- Residential or employment ground floor openings (windows and doors) comprising a minimum of 50% of the building's front facade.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's front facade.
- Doorways located no more than 36” above adjacent right-of-way.
- Curb cuts not permitted.



Active Edge Diagram



Downtown Design Standards

Marquette Corridor

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Downtown Racine Corporation
City of Racine

May 10, 2005

Intent

The Marquette development standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear, objective and prescriptive requirements for essential aspects of development.
- Tailored to the Marquette area to enhance its unique qualities and maximize development opportunities.

Location

The Marquette Corridor is located south of the Root River, centering on the intersection of Marquette and 6th streets and extending south to 9th Street. Boundaries are shown in the diagram above.

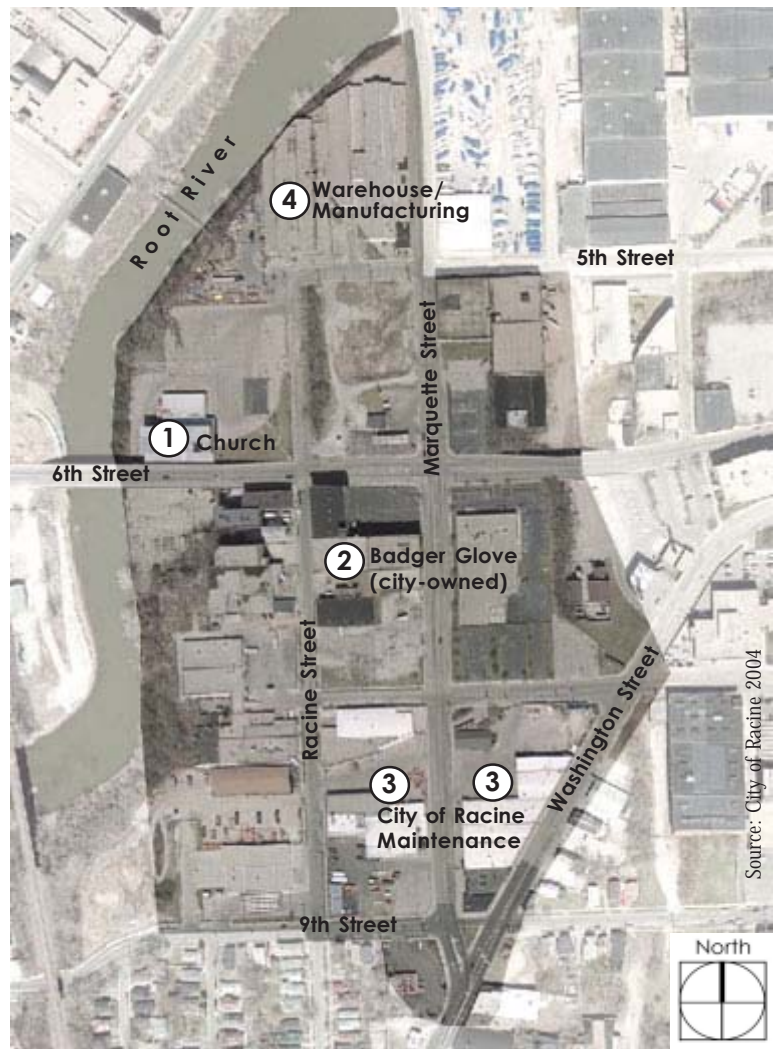


Marquette Corridor Location

Existing Conditions – 2004

The Marquette Corridor includes large redevelopment sites and opportunities for reuse of existing and former industrial buildings. The Corridor includes:

- Vacant and underutilized, low-intensity manufacturing and warehouse buildings along Marquette and north of 6th Street.
- Limited amount of existing residential uses and city maintenance facilities occur towards the southern end of the area.
- Badger Glove building on Marquette Street owned by the city of Racine.



Existing Conditions

Character

The character of the Marquette Corridor builds upon its roots as an industrial, warehouse and manufacturing part of downtown and its relationship to the Root River.

New development should include materials, forms and themes that are consistent with and complement the:

- Existing, high-quality brick warehouse and manufacturing buildings.
- Riverfront sites and views, which offer natural amenities for residential development.
- Scale of the existing adjacent City Hall and downtown commercial and retail development.



View South at Build-out

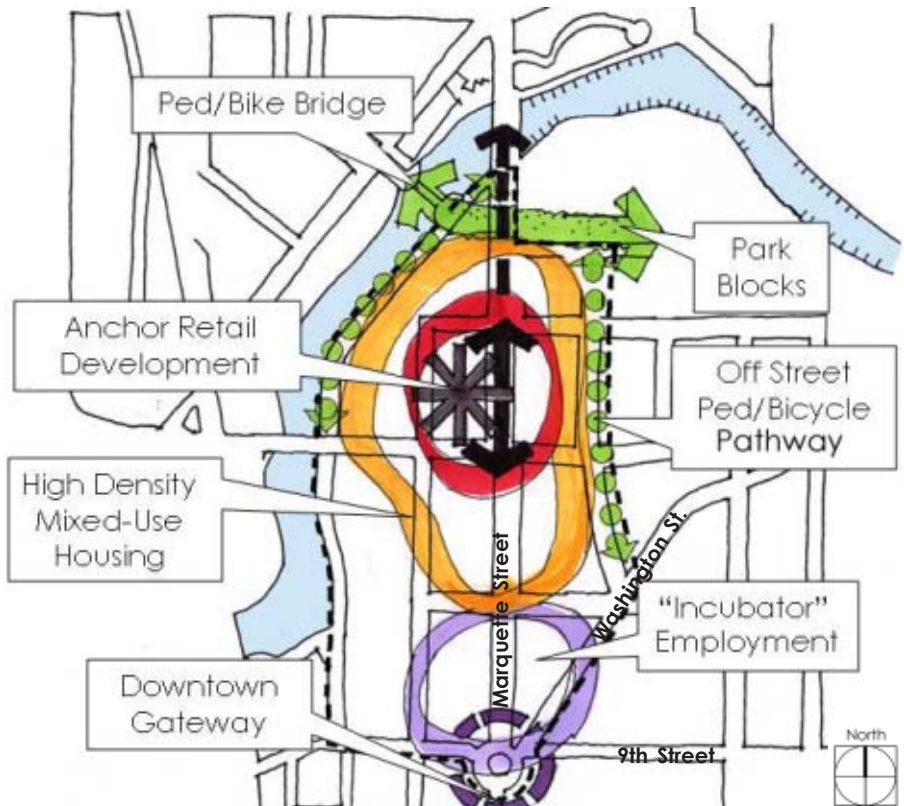
Concept

Provide a vibrant mixed-use retail anchor for both existing and future nearby neighborhoods, including new high-density residential.

Description

Essential aspects of the Marquette Corridor are:

- **Anchor retail:** Neighborhood-serving retail use as primary tenant in mixed-use development established at 6th and Marquette.
- **High-density residential:** Multi-family buildings offering loft, apartment and townhouse living.
- **"Incubator" employment:** Mixed-use buildings to house emerging and innovative employment uses providing family-wage jobs.
- **Pedestrian and bicycle off-street connections:** New off-street pathways for pedestrians and bicycles along the Root River, north-south railroad right-of-way, and connections to the new park blocks and overall downtown system via new ped/bike bridge across river.
- **Historic Racine block structure:** Urban street grid reestablished within existing largely undivided industrial sites.
- **Gateways:** Landscaping and possible roundabout established at 9th and Marquette streets.
- **Boulevard:** New pedestrian- and shopper-friendly parallel access roads created along busy Marquette Street.



Concept Diagram

Build Out - 2025

The Marquette Corridor will include major anchor retail and mixed-use development to serve nearby high-density residential and existing surrounding neighborhoods.

At Marquette and 6th, anchor retail will provide approximately 30,000 SF of street-oriented retail shops and structured parking with housing above. Other parts of Marquette will include one- or two-story retail and commercial services with parking provided behind.

Warehouses will be redeveloped as residential and “work-live” lofts. In the quadrant between Marquette and the river, three- to five-story mixed-use condominiums, townhouses and apartments will add 24-hour vitality to the neighborhood.

Approximate Area: 52 acres

Use & Target Density:

- New Retail: 123,000 SF
- Office: 210,000 SF
- Residential: 700 units
- Open Space: 30,000 SF



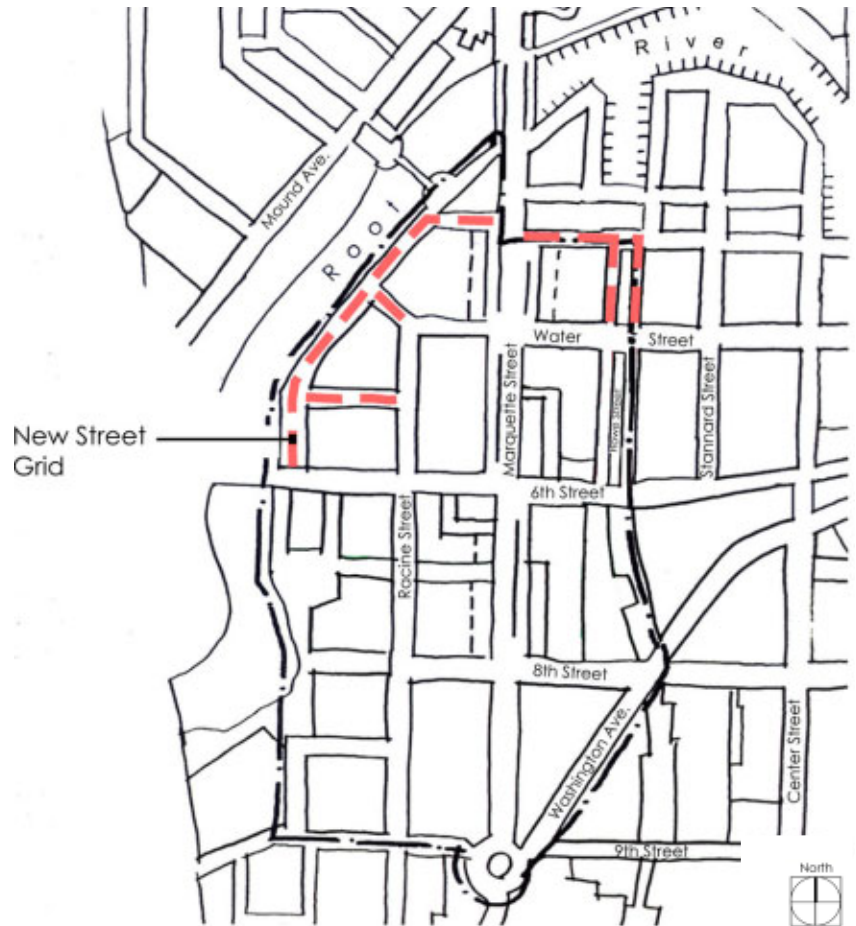
Build Out Diagram

Street Grid

Develop blocks which are compatible with the existing Racine historic block structure and also are appropriate to their specific district location.

Requirements:

- New streets as indicated in diagram at right.



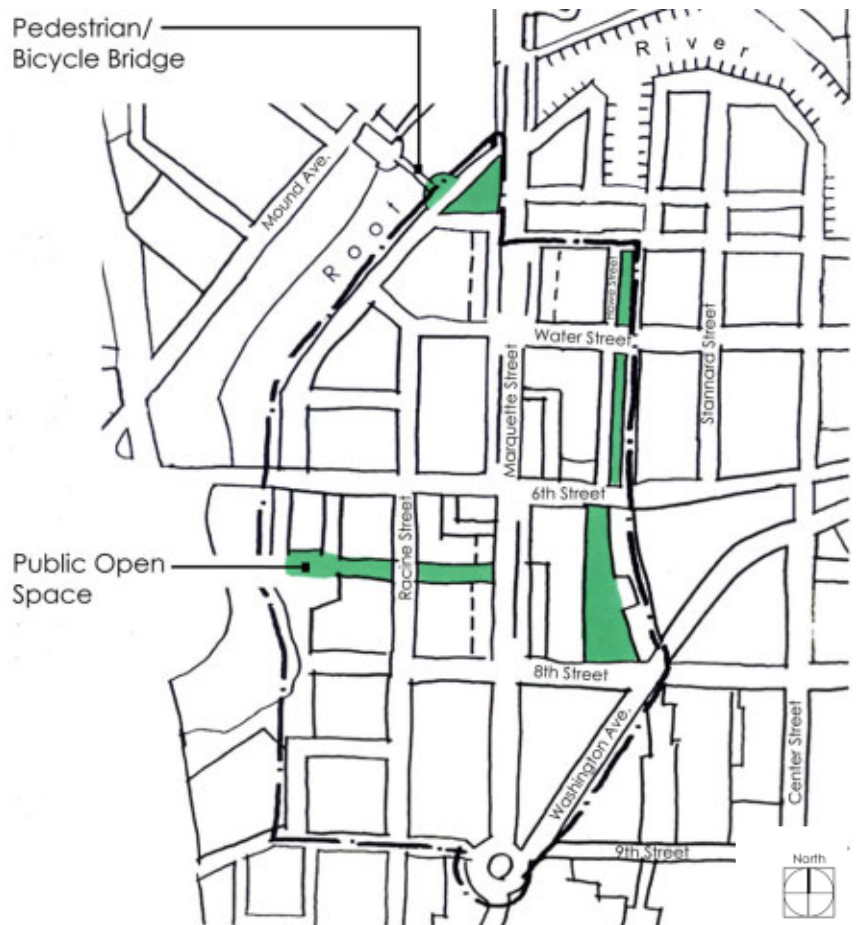
Street Grid Diagram

Public Open Space

Waterfront and inland pathways offer direct public access from Howe to the Root River pedestrian bridge, as well as through the Marquette District.

Requirements:

- Direct and continuous off-street pedestrian walkways and bicycle lanes.



Public Open Space Diagram

Land Use

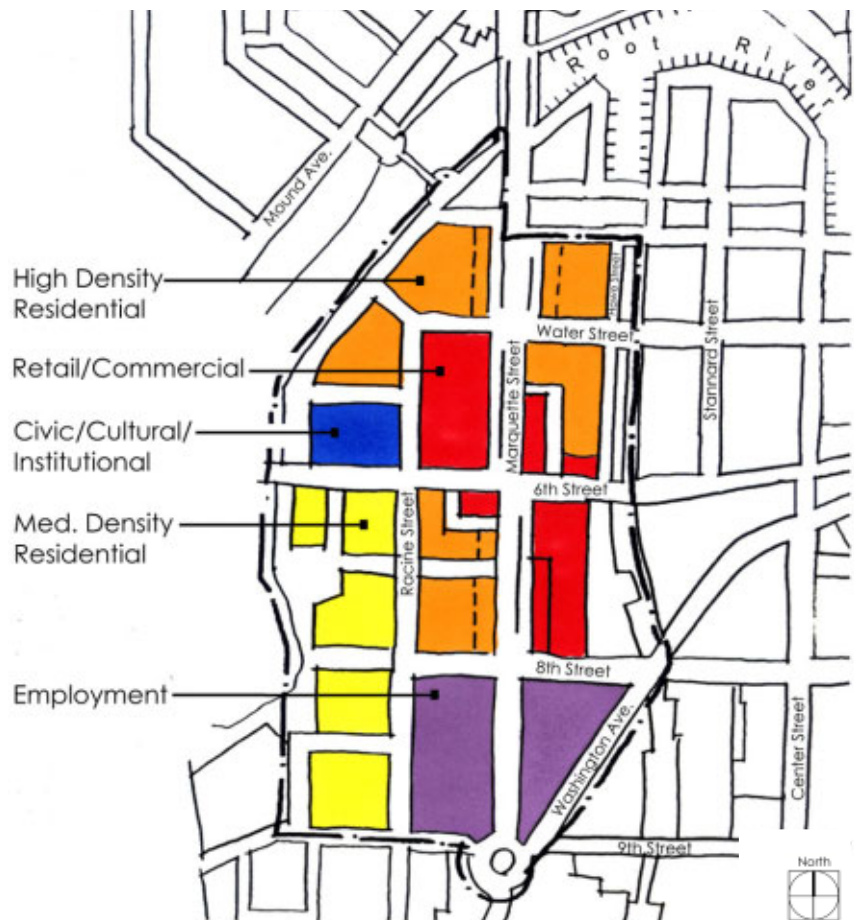
Provide appropriate arrangement of land uses to create a mixed use district that capitalizes on amenities and drive-by traffic.

High-density Residential Requirements

- Minimum 40 units/acre (net).

Medium-density Residential Requirements

- Minimum 15 units/acre (net).



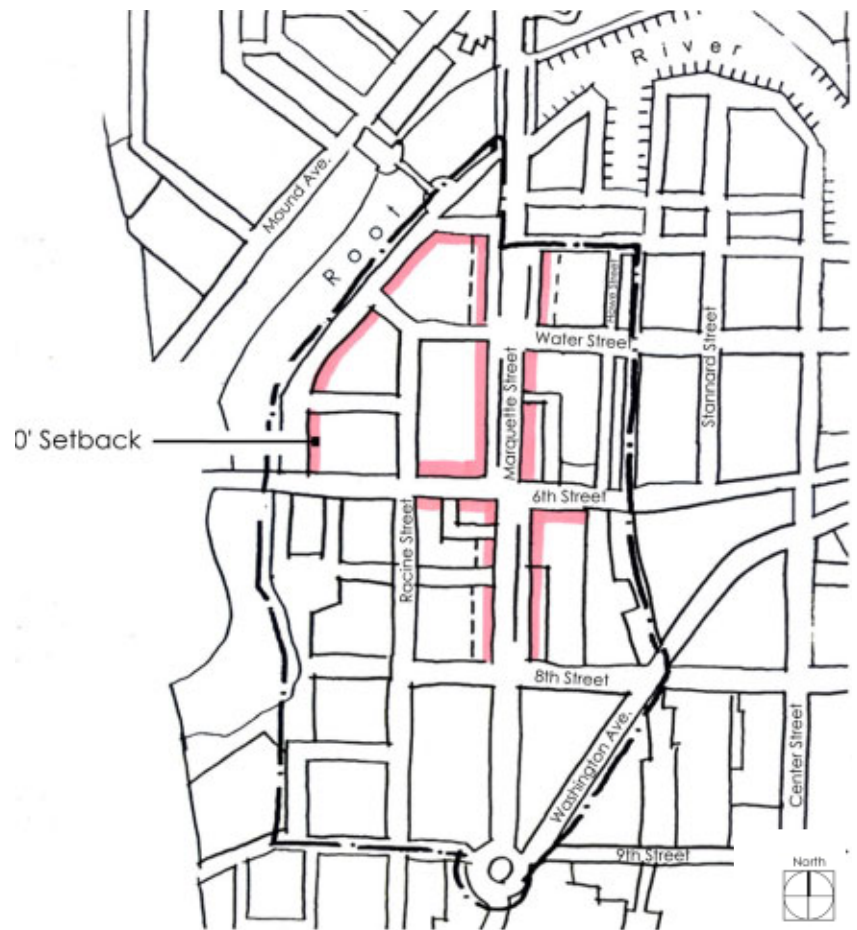
Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirements:

- As indicated in diagram at right.



Build-to Line Diagram

Active Edges

Focus building activity at street level to provide security, safety and “eyes on street.”

Requirements

- Front doors facing street or walkways.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's facade.
- Residential first floor openings (windows and doors) comprising a minimum of 50% of the building's facade.
- Retail windows and doors at ground floor must be unobstructed and open to views in and out of the building.
- Curb cuts not permitted.



Active Edge Diagram

Height

Building heights should transition from lower where adjacent to residential areas to taller along the waterfront and Marquette Street.

Requirements:

- Three-story *maximum* adjacent to existing residential.
- Three-story *minimum* adjacent to waterfront and on Marquette.



Building Height Diagram



Downtown Design Standards

6th & 7th Street Corridor

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Downtown Racine Corporation
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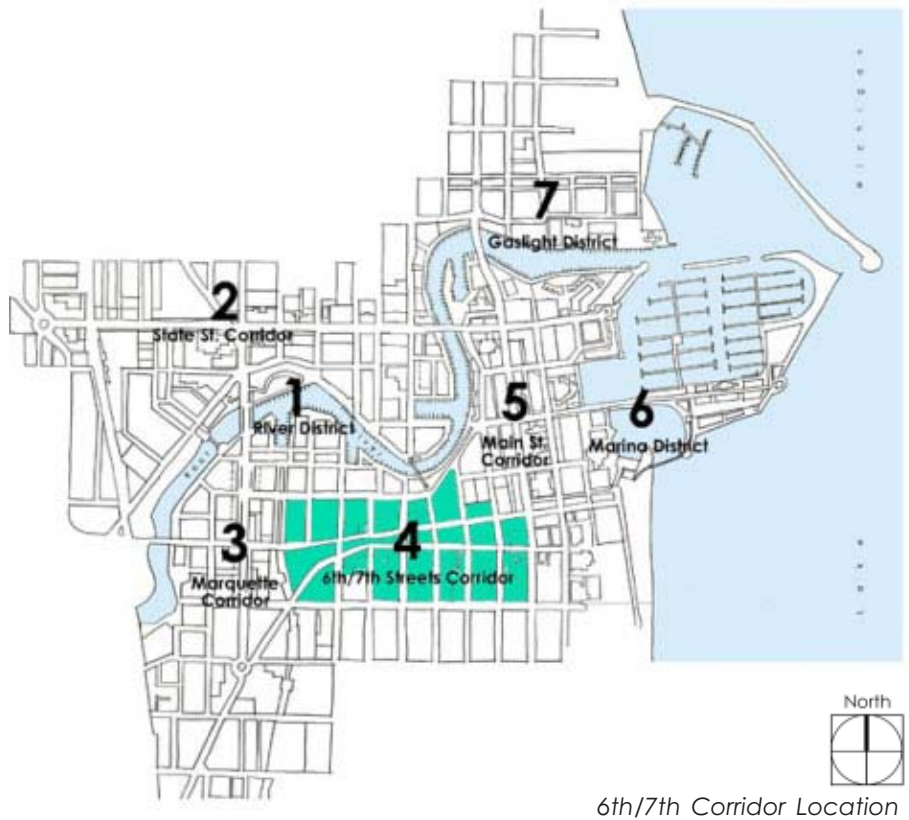
Intent

The 6th/7th Corridor Development Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear and objective, prescriptive requirements for essential aspects of development.
- Tailored to the 6th/7th Streets Corridor to enhance its unique qualities and maximize development opportunities.

Location

The 6th/7th Corridor encompasses the blocks along those two streets from where they meet at City Hall to Monument Square at the east, and from 5th Street in the north to 8th Street at the south.



6th/7th Corridor Location

Existing Conditions – 2004

The 6th/7th Streets Corridor offers opportunities for limited infill development as well as extensive reuse and rehabilitation of existing commercial and retail buildings. The district includes:

- Fabric of mostly intact, high-quality, two- to five-story historic buildings along Sixth Street.
- City Hall located at intersection of 6th and 7th to the west.
- Along the north edge of 7th Street, service entries to those businesses fronting 6th Street, with a limited number of commercial establishments facing 7th.
- South of Seventh to Eighth, a mix of government, social service, church, professional office, and low-density single-family and medium-density apartment residential uses.



Existing Conditions

Character

The character of the 6th/7th Streets Corridor stems from its intimate scale and rich assortment of older buildings linking the public open spaces at City Hall and Monument Square/Main Street retail core.

To reinforce the special atmosphere of the Corridor, new development should:

- Not disrupt the district's fine grain and pedestrian-friendly rhythmic scale of its buildings, which provide a climate for locally-owned or -operated businesses to thrive.
- Respect the diverse yet coherent combination of architectural styles and themes.
- Maintain and strengthen the arts/gallery/entertainment emphasis of the existing 6th Street businesses.
- Provide additional uses that are compatible with and strengthen the nighttime and 24-hour liveliness of the district.
- Maximize pedestrian activity and vitality.

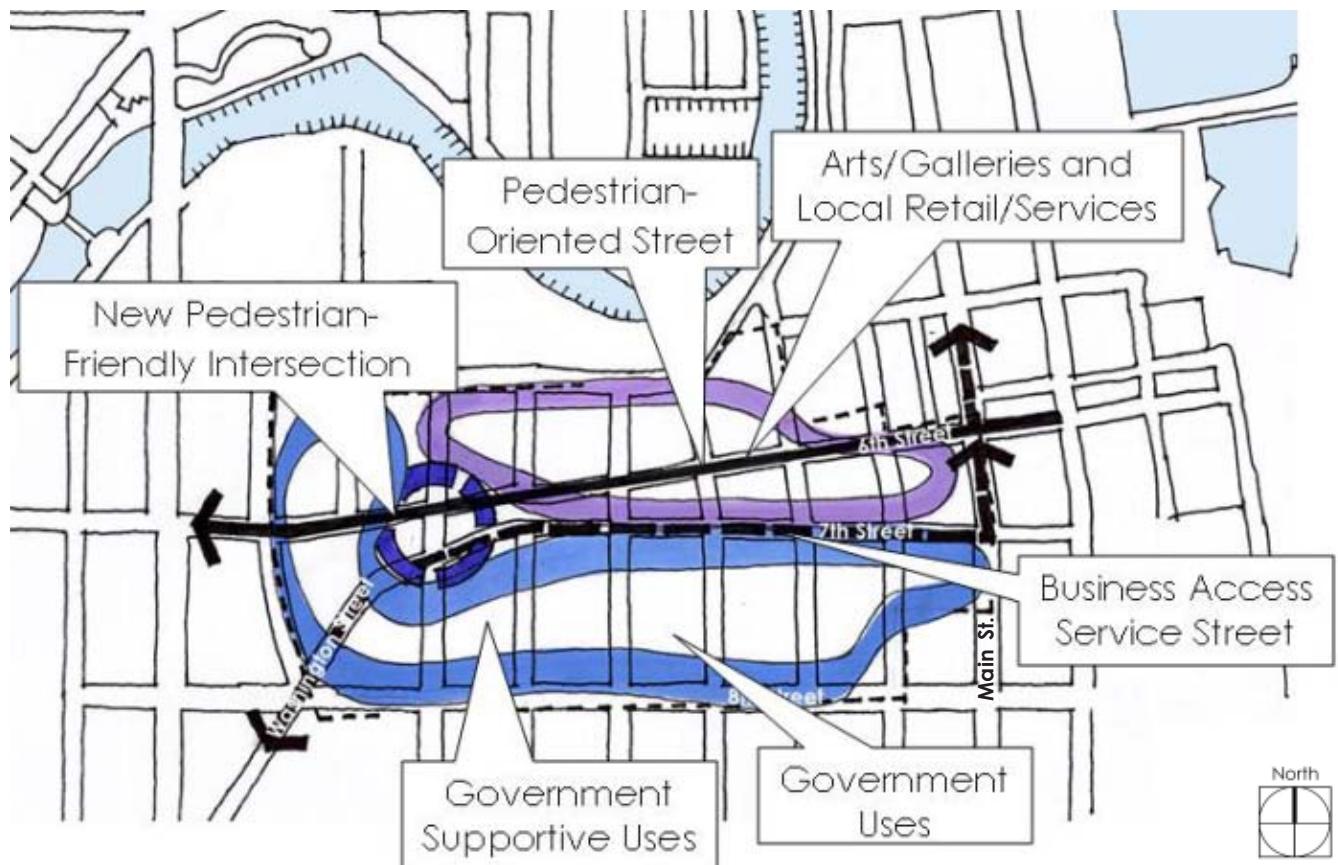
Concept

Establish a unique and distinctive pedestrian-oriented arts, gallery, entertainment and employment district that is attracts a diverse residential and employment community.

Description

Essential aspects of the 6th/7th Streets Corridor are:

- **Infill:** Encourage infill buildings at existing parking lots along Sixth Street.
- **Renovation:** Foster rehabilitation and renovation of existing buildings.
- **Linkages:** Physical and visual connections to Monument Square and Main Street.
- **Business Access:** Emphasize service and loading access role of 7th Street.
- **Residential:** Encourage infill attached multi-family residential development and upper floor residential renovations of existing buildings.
- **Employment:** Foster residential-compatible professional office development between Seventh and Eighth Streets. Encourage artists' studios and similar uses along 6th Street.
- **Street improvements:** Design 6th and 7th Streets so that the potential for changing one-way to two-way auto traffic is not precluded.



Concept Diagram

Build Out – 2025

Infill and incremental redevelopment of “soft” underutilized or vacant parcels is envisioned for the 6th/7th Corridor. For 6th Street, mixed-use commercial storefronts with housing or office on upper floors is proposed.

Residential and employment development is envisioned for underutilized parcels not fronting Sixth Street. Emphasis would be on affordable housing, while providing a variety of types including rowhouses, apartments and condominiums.

Approximate Area: 44 acres

New Development & Target Density:

■ Retail: 27,000 SF

■ Office: 6,000 SF

■ Residential: 20 units minimum

(Figures do include renovation of existing buildings.)



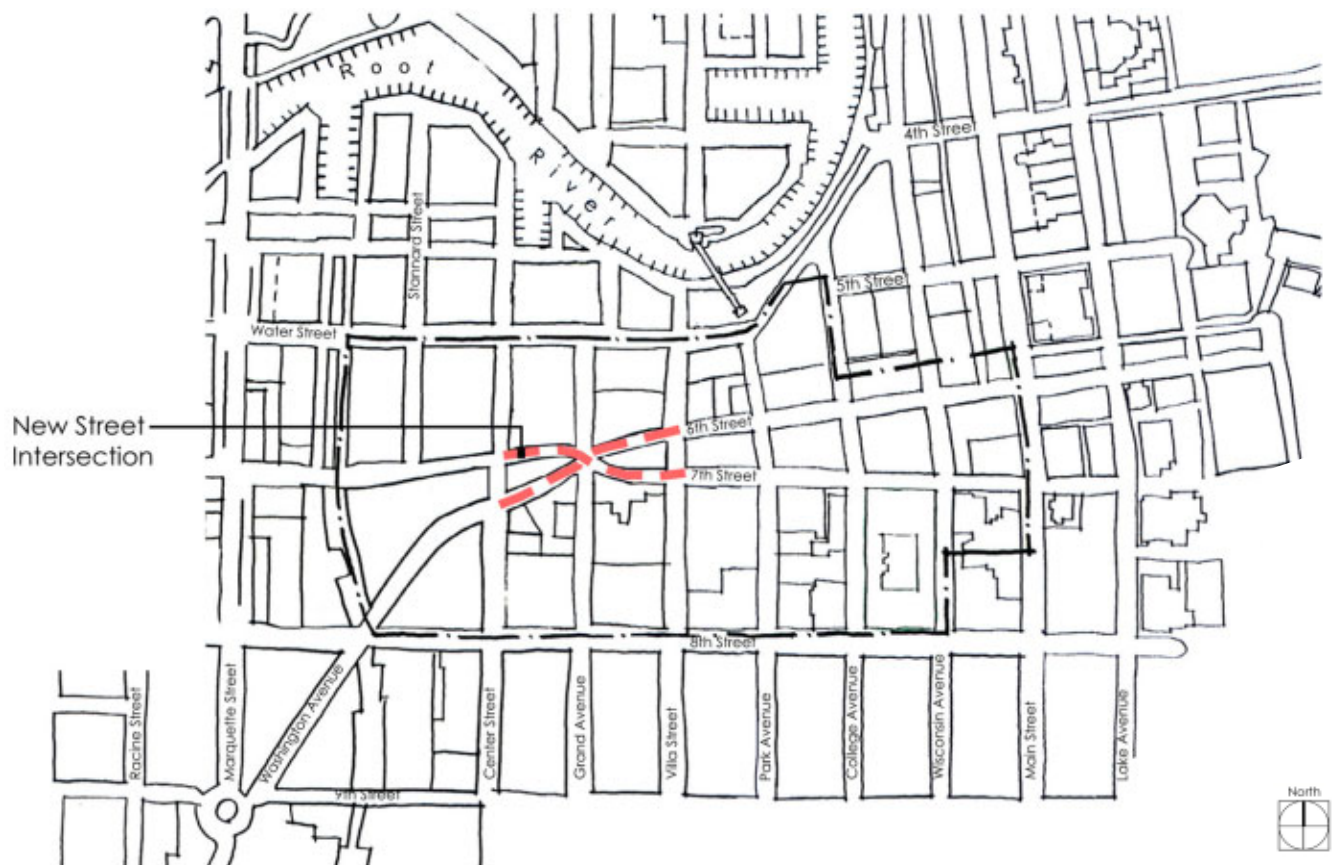
Build Out Diagram

Street Grid

Redevelop the City Hall intersection to improve circulation through the 6th and 7th Street Corridor.

Requirements:

- As indicated in diagram below.



Street Grid Diagram

Public Open Space

Open space plazas and squares provide gathering places in the 6th & 7th Street Corridor.

Requirements:

- As indicated in diagram below.



Public Open Space Diagram

Land Use

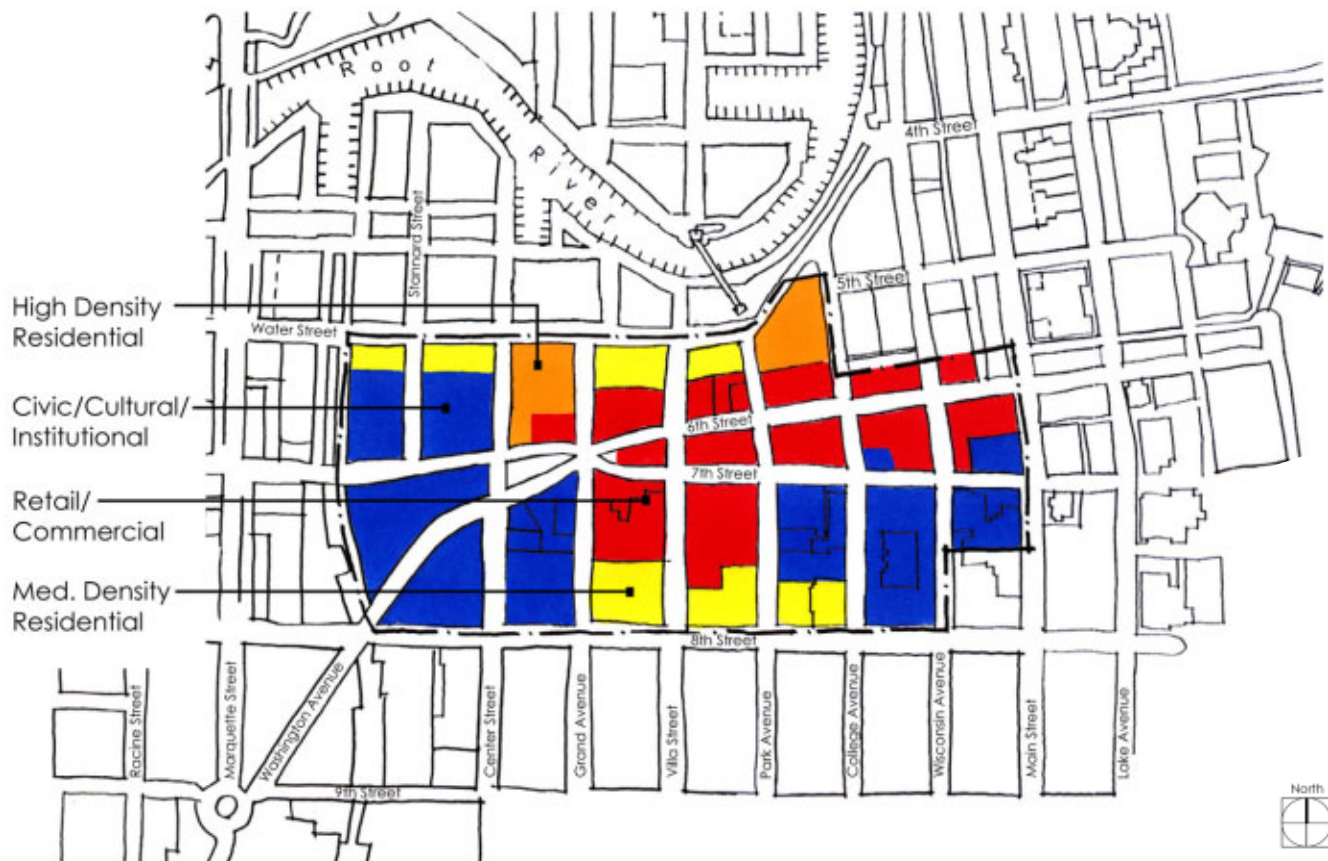
Provide appropriate arrangement of land uses to create and maintain a strong arts, entertainment and retail corridor.

High-density Residential Requirements

- Minimum 40 units/acre (net).

Medium-density Residential Requirements

- Minimum 15 units/acre (net).



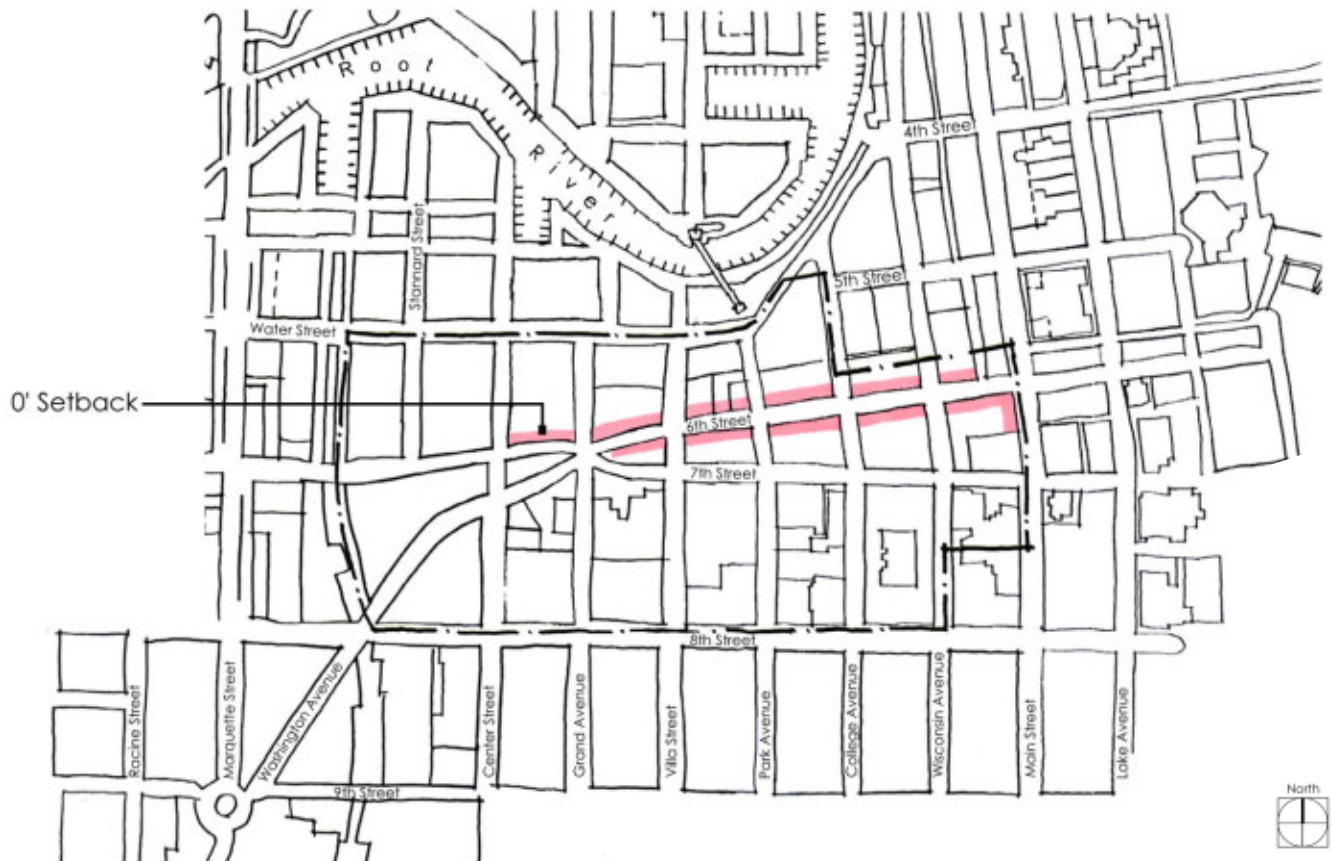
Land Use Diagram

Build-to Lines

Consistent zero setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirements:

- As indicated in diagram below.



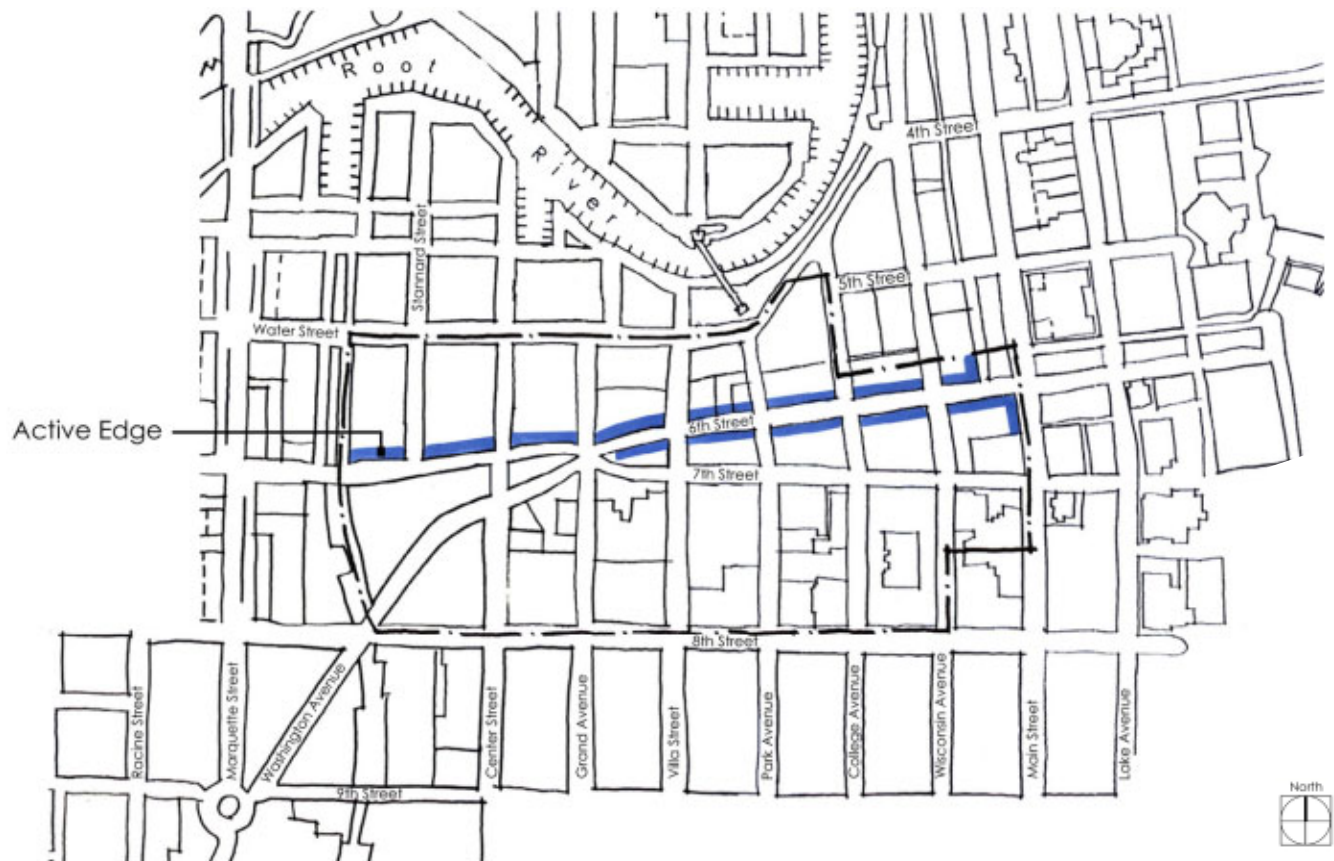
Active Edge Diagram

Active Edges

Focus the activity of a building at street level to provide security, safety and “eyes on street.”

Requirements

- Front doors facing street.
- Retail/commercial ground floor openings (windows and doors) comprising a minimum of 75% of the building's facade.
- Retail windows and doors at ground floor must be unobstructed and open to views in and out of the building.
- Doorways located no more than 36” above adjacent right-of-way.
- Curb cuts not permitted.



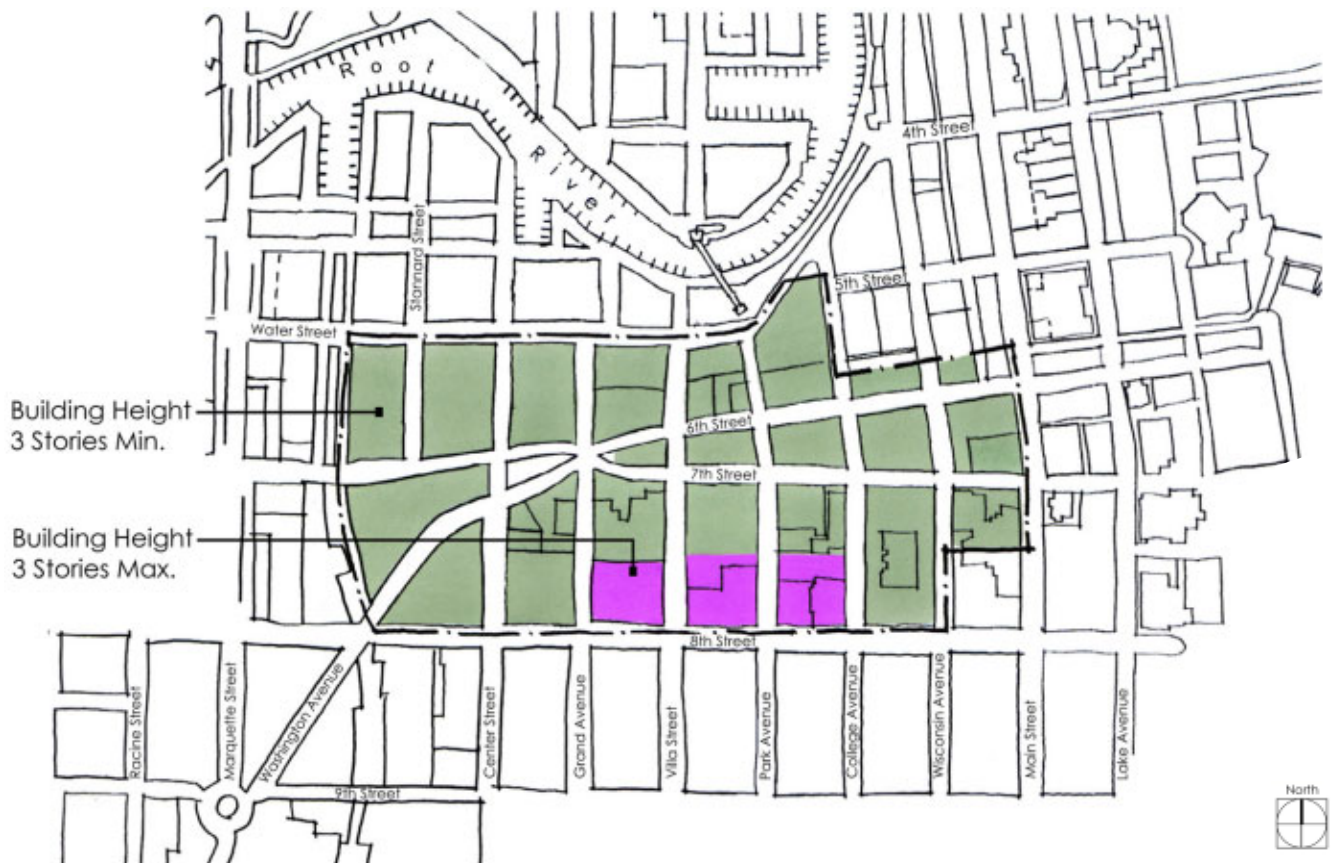
Active Edge Diagram

Height

Building heights should provide transition from low-density adjacent neighborhood.

Requirements:

- As indicated in diagram below.



Building Height Diagram



Downtown Design Standards

Main Street Corridor

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Downtown Racine Corporation
City of Racine

May 10, 2005

Intent

The Main Street Corridor Development Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear and objective, prescriptive requirements for essential aspects of development.
- Tailored to the Main Street area to enhance its unique qualities and maximize development opportunities.

Location

The Main Street Corridor encompasses most of the area from Lake Street west to the Root River, and south from the river to 6th Street and Monument Square.



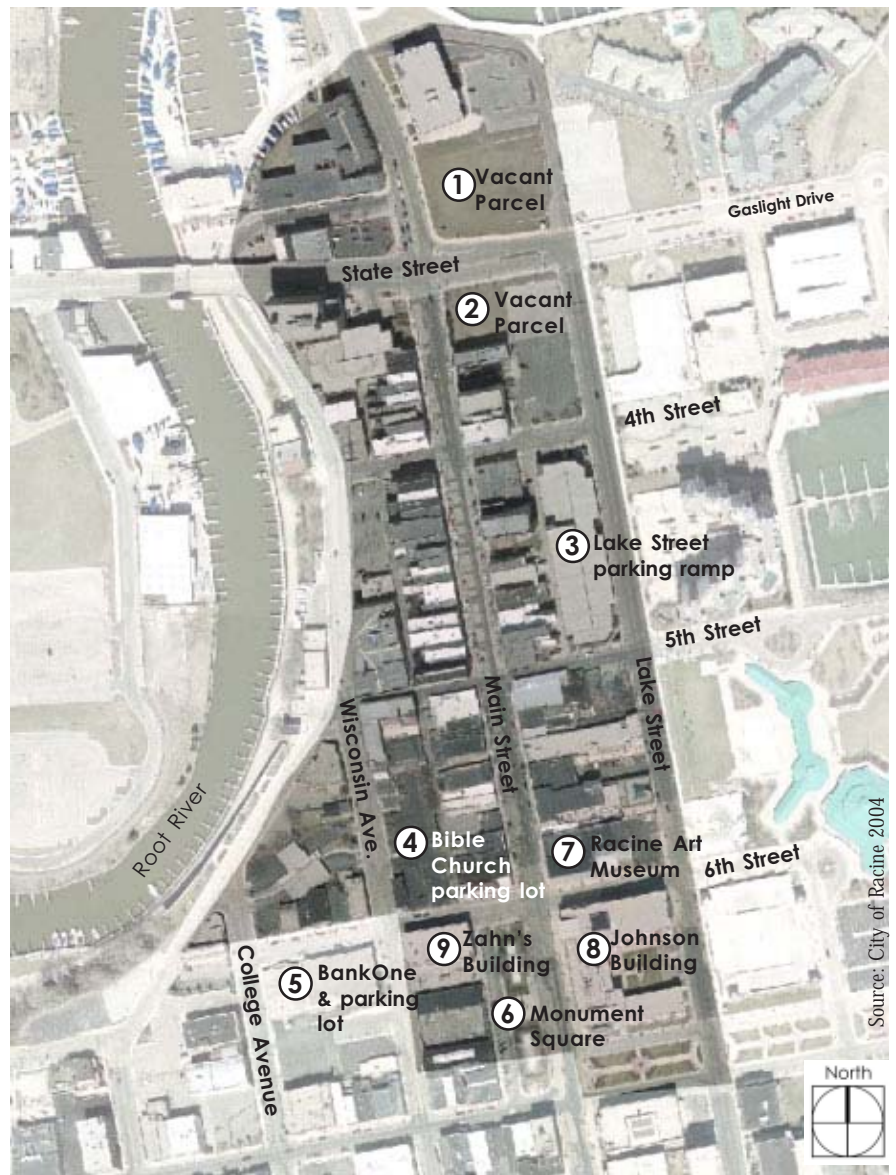
Main Street Corridor Location

Existing Conditions – 2004

Considerable building renovation and new development has occurred along Main Street since 1999, including the new Johnson Building and Racine Art Museum.

However, there are still a number of large underdeveloped or underutilized parcels now ready for redevelopment. Distinct features and opportunities in the Main Street Corridor include:

- Large vacant parcels at State and Main available for redevelopment.
- Monument Square redesign and redevelopment.
- Bible Church parking lot - possible infill development.
- BankOne building and parking lot redevelopment site.
- Zahn's Building - possible redevelopment.



Existing Conditions

Character

The character of the Main Street Corridor builds upon and reinforces its historic role as the primary retail destination for downtown Racine and the county as a whole.

New development should include materials, forms and themes that are consistent with and enhance the:

- High quality of existing Main Street buildings.
- Reinforced identity of Monument Square as the city's "living room" since its redesign and reconstruction.
- Vibrant mix of both pedestrian activities and upper floor uses throughout the district.

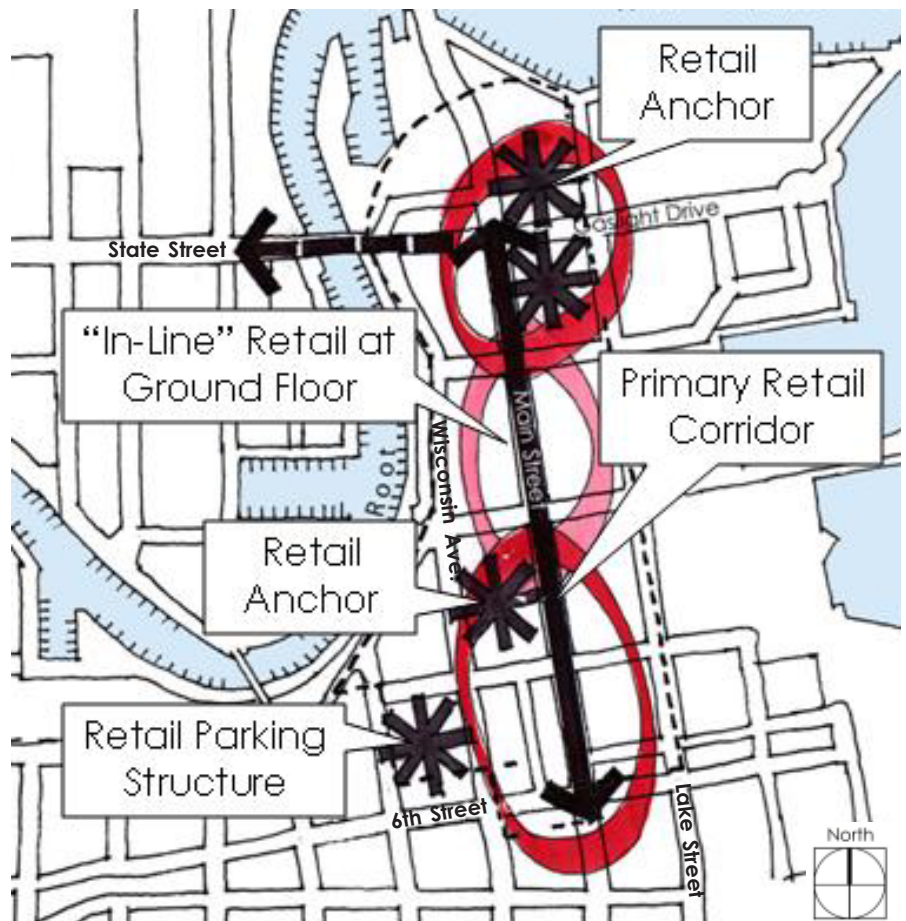
Concept

Provide an active, pedestrian-friendly primary retail core in downtown, with retail anchors north and south.

Description

Essential aspects of the Main Street Corridor are:

- **"In-Line" retail:** Ground floor uses on Main Street should be continuously retail, from State Street to 6th Streets.
- **Retail Anchors:** Cinema or other large-footprint retail use would locate at redevelopment sites attached to Main at the north (State Street) and south (at Wisconsin and 5th).
- **Parking:** New "shopper-friendly" parking structure would have active uses at ground floor and "lock into" Main Street retail.
- **Infill:** New buildings would replace vacant lots, pocket parks, surface parking lots and other underutilized parcels along Main Street.
- **Renovation:** Rehabilitation and renovation of existing buildings would be encouraged.



Concept Diagram

Build Out – 2025

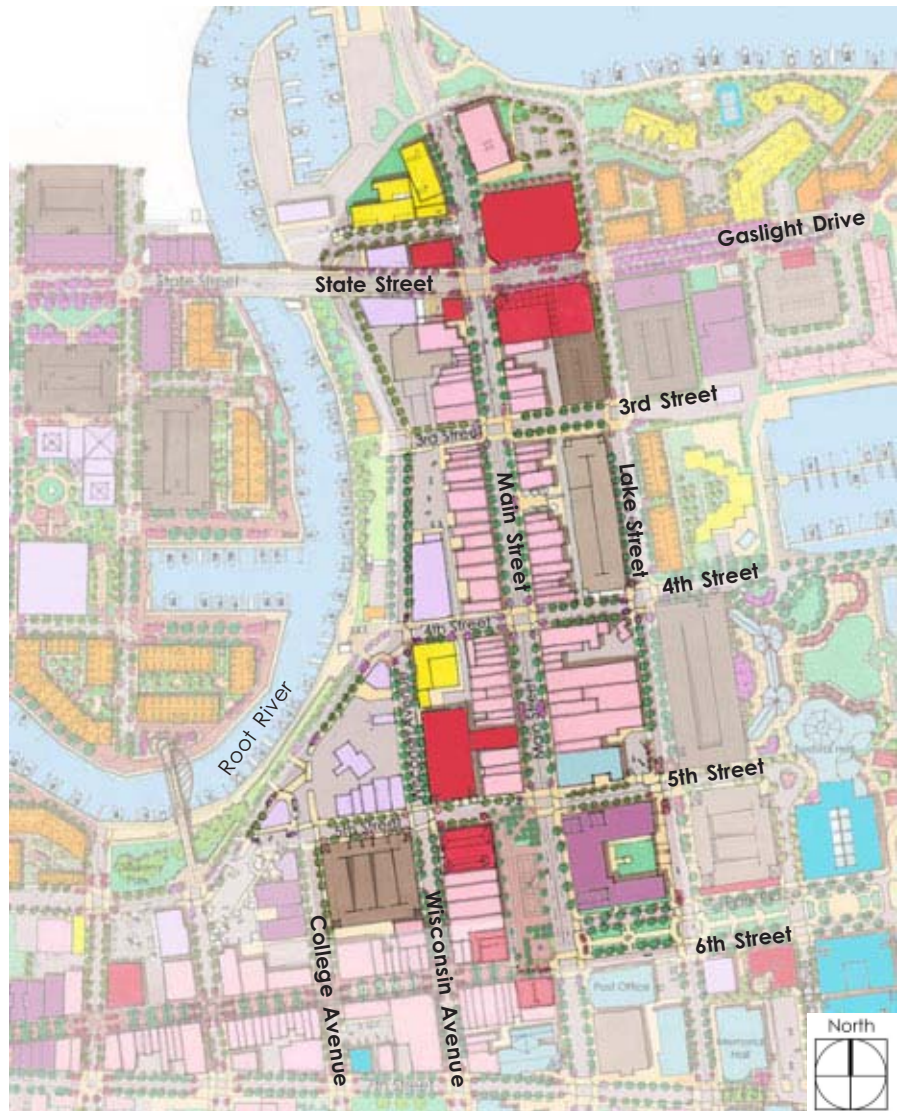
A number of key anchor uses are proposed for the Main Street Corridor. A 30,000 SF seven-screen “art house” cinema anchor is proposed, to be located either at a vacant State and Main Street parcel or at the Bible Church parking lot off Wisconsin and 5th. Additional retail uses would complement those of the primary retail tenant and provide a regional destination at both sites.

A new mixed use “shopper-friendly” parking structure at the BankOne site at 5th and Wisconsin would provide over 300 new parking spaces for use by shoppers or employees of businesses within the district and 6th Street.

Approximate Area: 45 acres

New Development & Target Density:

- Retail:
- Office:
- Residential:
- Open Space:



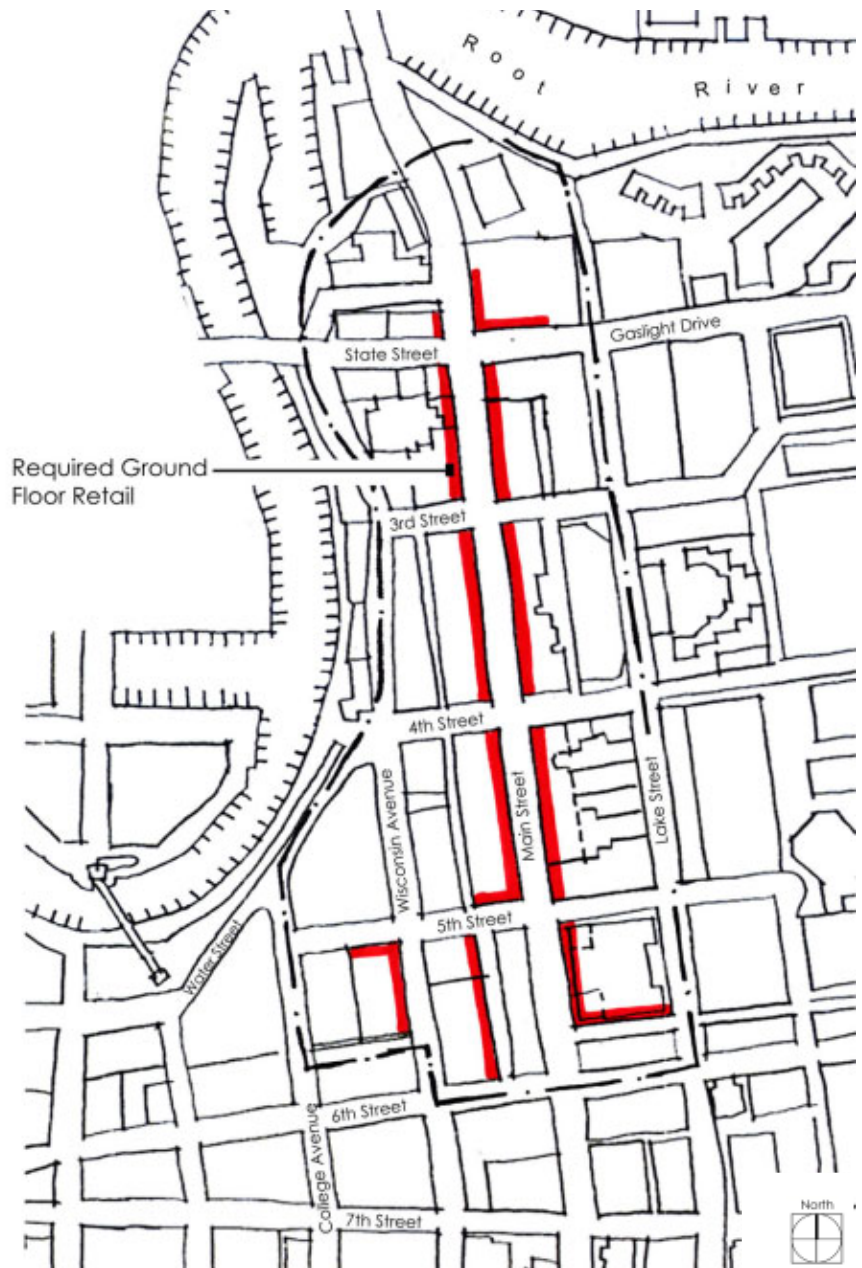
Build Out Diagram

Required Ground Floor Retail

Continuous “in-line” retail use on these blocks to create active pedestrian environment and vibrant shopping street.

Requirements:

- As indicated in diagram at right.



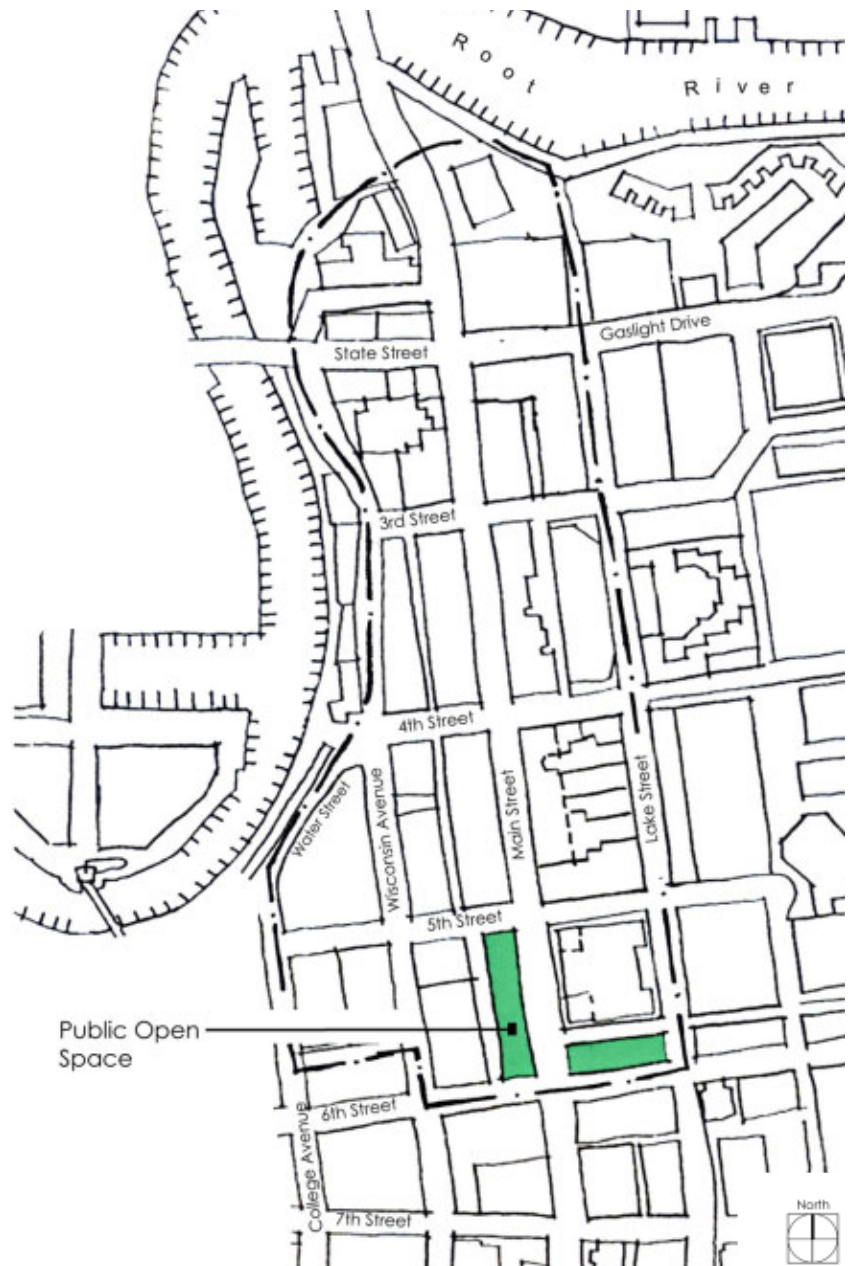
Required Ground Floor Retail Diagram

Public Open Space

Monument Square and the park blocks offer direct public access to the lakefront in the Main Street Corridor.

Requirements:

- As indicated on diagram at right.



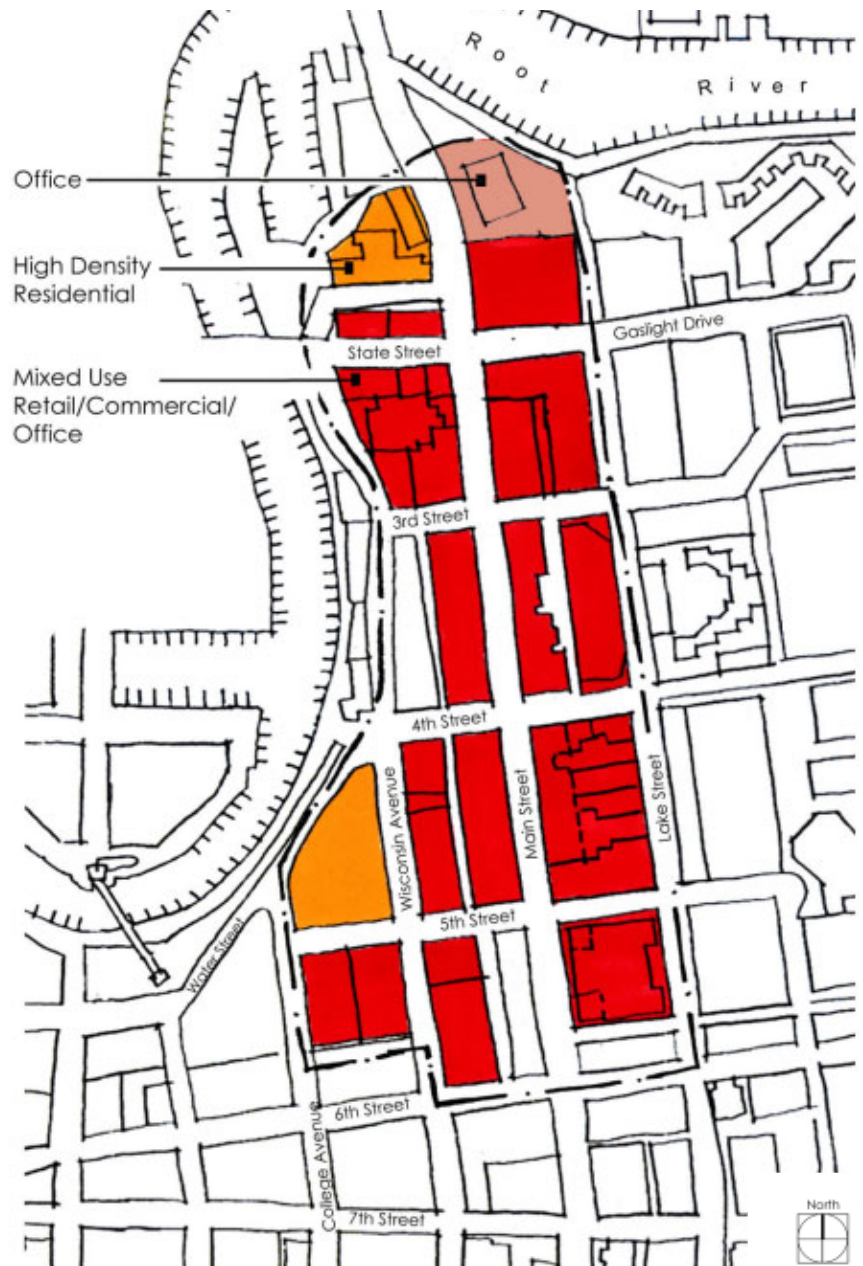
Public Open Space Diagram

Land Use

Ensure that land use areas provide adequate capacity for existing future retail demand.

High-density Residential Requirements

- Minimum 40 units/acre (net).



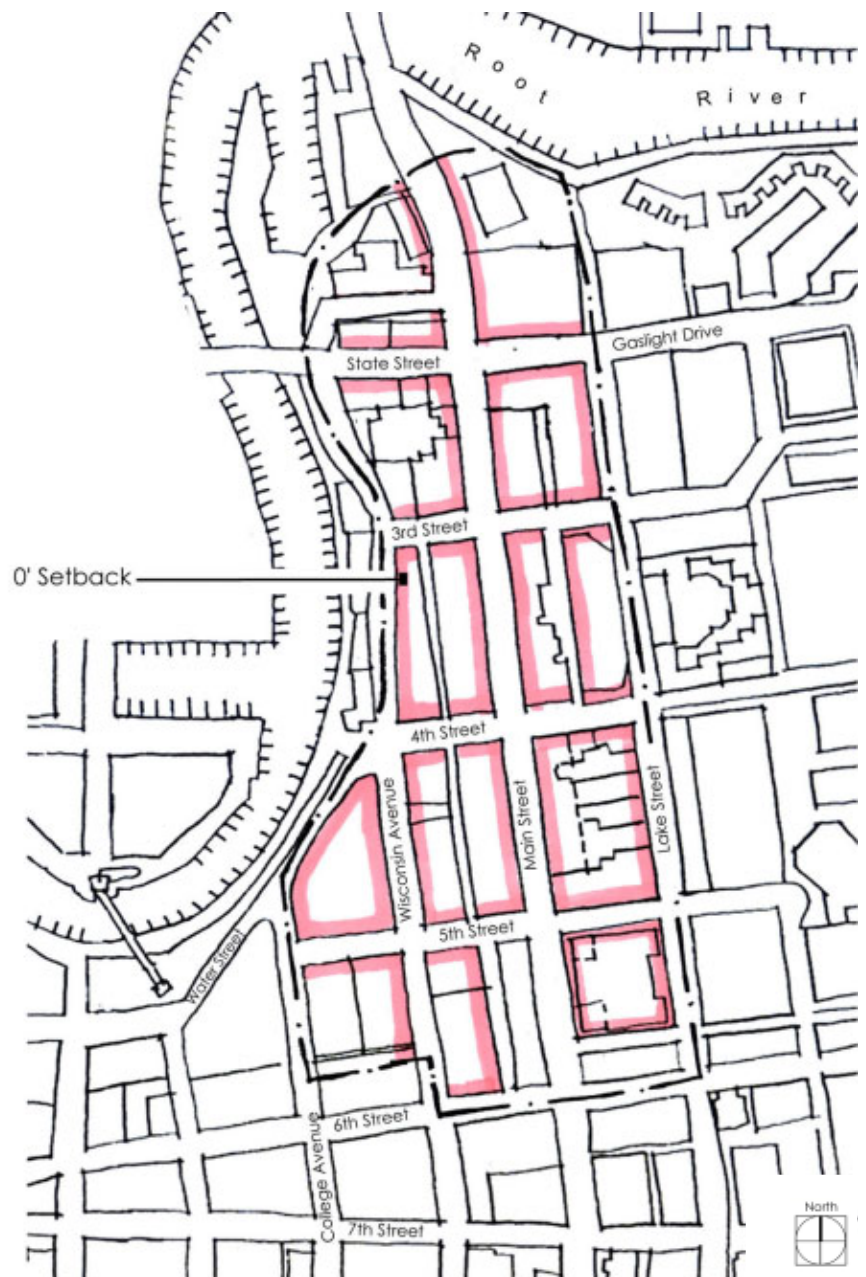
Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirements:

- Construct buildings up to right-of-way line with no setback.



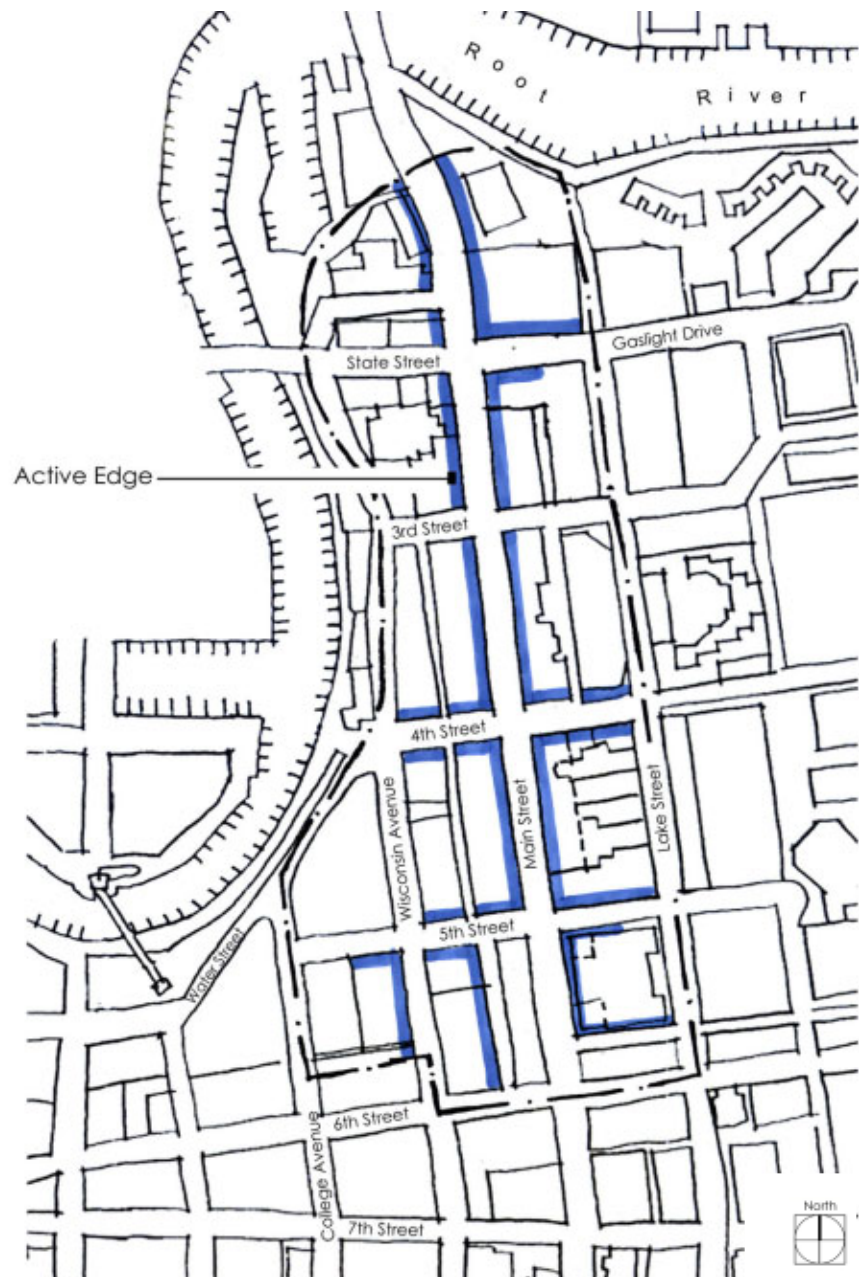
Build-to Line Diagram

Active Edges

Focus building activity at street level to provide security, safety and “eyes on street.”

Requirements

- Front doors facing street or walkways.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's facade.
- Retail windows and doors at ground floor must be unobstructed and open to views in and out of the building.
- Curb cuts not permitted.



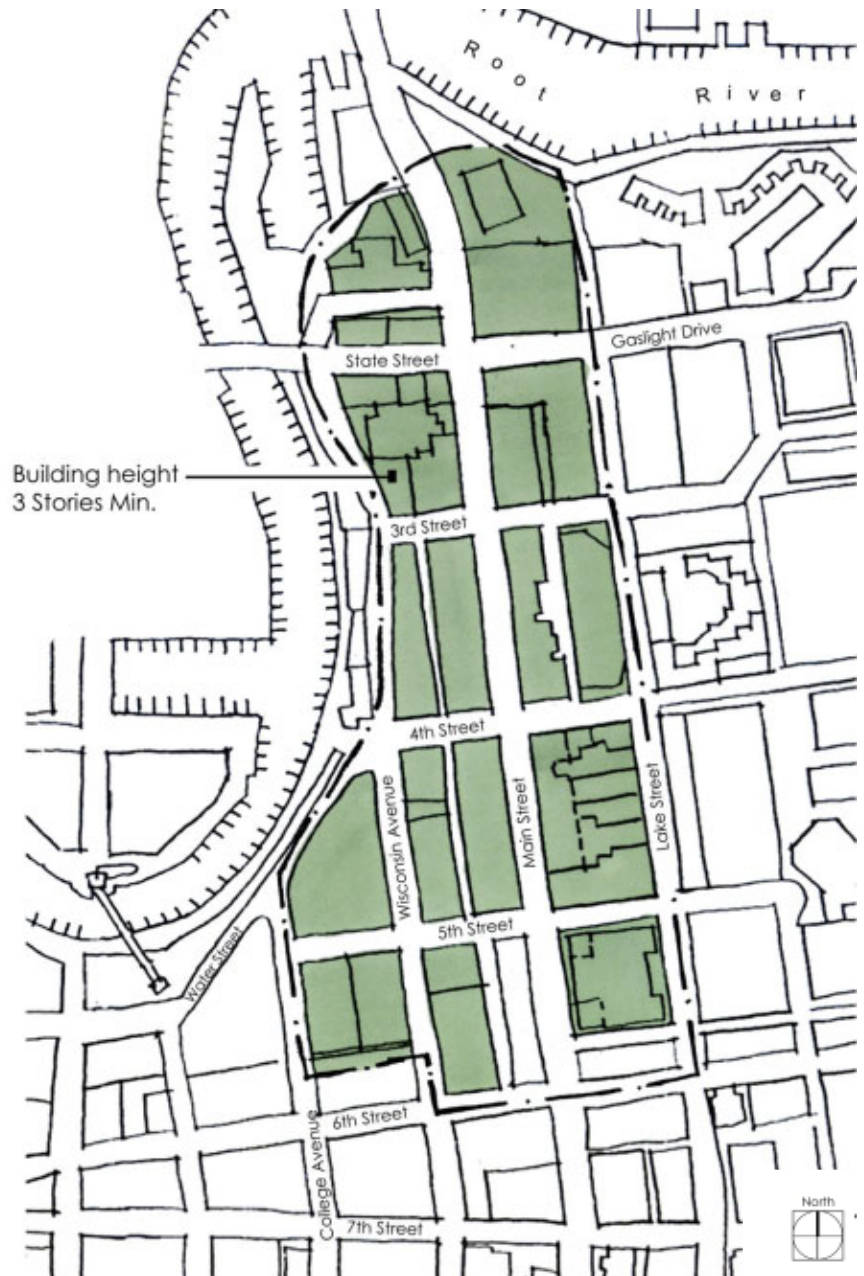
Active Edge Diagram

Height

Minimum building heights ensure that new buildings are consistent in height with existing structures.

Requirements

- As indicated in diagram at right.



Building Height Diagram



Downtown Design Standards

Marina District

Intent	6-1
Existing Conditions – 2004	6-2
Character	6-3
Concept	6-4
Build Out 2025	6-5
Street Grid	6-6
Public Open Space	6-7
Land Use	6-8
Build-to Lines	6-9
Active Edges	6-10
Height	6-11

Downtown Racine Corporation
City of Racine

May 10, 2005

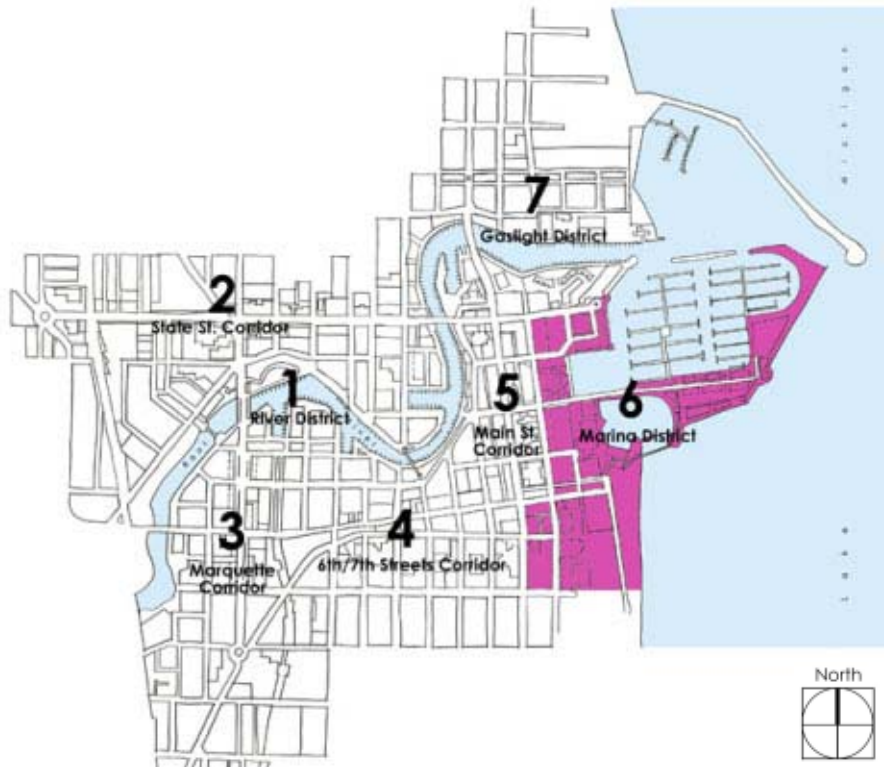
Intent

The Marina District Development Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear and objective, prescriptive requirements for essential aspects of development.
- Tailored to the Marina District area to enhance its unique qualities and maximize development opportunities.

Location

The Marina District lies in the waterfront area between Lake Michigan and Lake Street, south of Gaslight Drive and north of 8th Street.



Marina District Location

Existing Conditions - 2004

With its location alongside Lake Michigan, the Marina District offers many benefits and natural amenities. But while the marina itself was established as a downtown destination for visitors, with the exception of a few days when there are programmed events, it lacks activity, especially during winter months.

The park blocks to the south have provided an effective green promenade linking Monument Square to Festival Hall. A number of public buildings are clustered near Sixth and Lake streets. Distinct features of the Marina District include:

- Columbus Causeway and Marina
- Festival Park
- Festival Hall
- Racine Public Library
- Memorial Hall
- Park Blocks



Source: City of Racine 2004

Existing Conditions

Character

The Marina District is a tourist and visitor-oriented area providing a range of recreational and cultural, seasonal and changing activities.

New development should continue this emphasis and enhance the district's:

- Existing marina.
- Existing civic buildings, including Festival Hall and Memorial Hall.
- Range of recreational, cultural, family and tourist activities and facilities.
- Pedestrian-friendly open space for both passive and active uses year-round.
- Outdoor space and/or open-air structures for temporary or seasonal festivals, marketplace areas or other short-term events.

Concept

Provide a festive, visitor-oriented atmosphere for year-round recreational and cultural activities.

Description

Essential aspects of the Marina District are:

- **Redevelopment of lakefront parking lots:** Existing surface parking lot at marina to be amended to family-oriented recreational, seasonal, and community use; existing Pershing Park surface parking lot to be made into multipurpose "Festival Park."
- **Pedestrian bridge at Racine Festival Lagoon:** Provide direct lakeside link between Marina and Festival Park, allowing pedestrian access into Park Blocks and onto Monument Square and 6th Street.
- **Columbus Causeway pedestrian enhancements:** Improve link between marina onto 4th Street, Main Street and Root River.
- **Lake Michigan Overlook:** Develop terminus of Columbus Causeway into destination overlook.
- **Convention Hotel:** Provide appropriately-sized hotel to create additional conference and convention use of Festival Hall and Memorial Hall.
- **Festival Hall expansion (Convention Center) and connections:** Provide all-weather linkages from expanded Festival Hall to new hotel, museum and cultural uses along existing park blocks.



Concept Diagram

Build Out – 2025

Seasonal retail, entertainment and restaurant uses are envisioned to replace the existing Marina surface parking lot and add activity to the district.

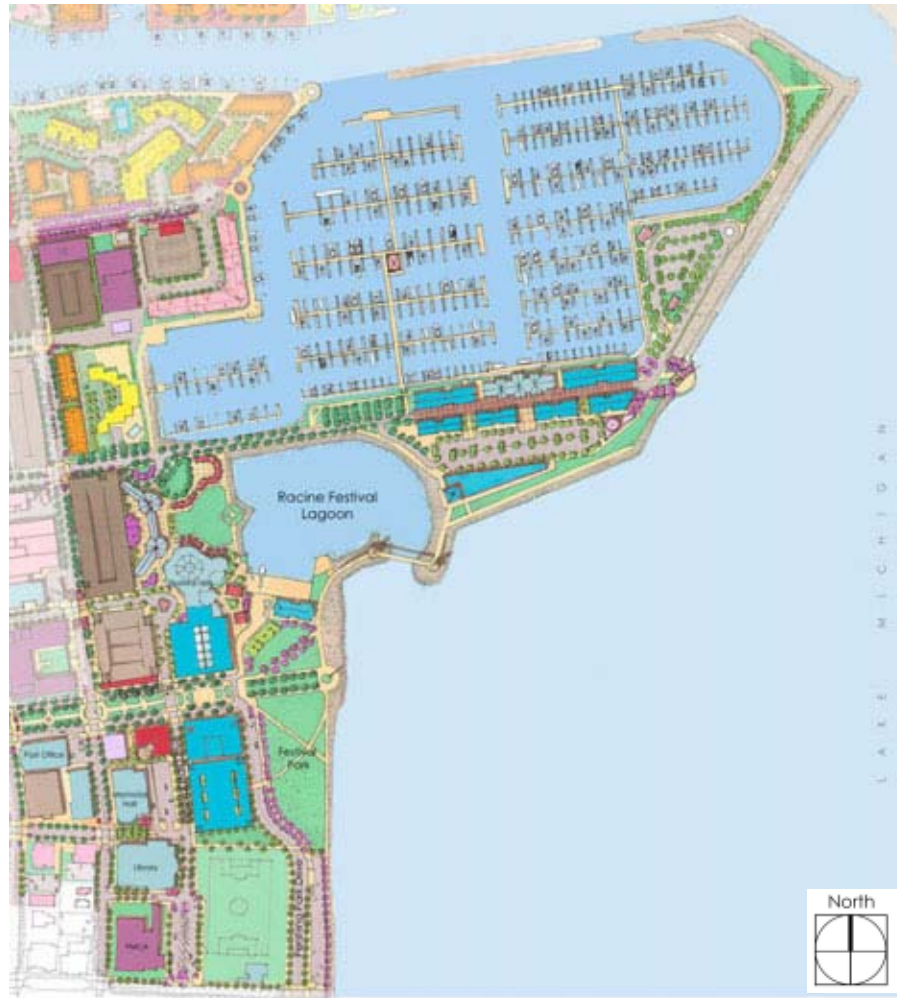
Public improvements - including a new pedestrian bridge, pathways and parks - are proposed to “soften” the lakefront and serve as a focus for development of an expanded Festival Hall, new museum and convention-hotel.

New office development and infill housing developments are suggested along Gaslight Drive and Lake Street.

Approximate Area: 125 acres

New Development & Target Density:

- Retail: 20,000 SF
- Office: 14,000 SF
- Residential: 84 units
- Open Space:
- Civic and Cultural



Build Out Diagram

Street Grid

Extend the existing street grid to Lake Michigan.

Requirements:

- As indicated in diagram on right.



Street Grid Diagram

Public Open Space

Lakefront pathways and park blocks offer direct public access connecting adjacent downtown districts to the lakefront and uses throughout the Marina District.

Requirements:

Waterfront

- Enhanced pedestrian walkway and bicycle path along the lakefront links new and existing open spaces.
- Pedestrian walkway/bicycle path.



Public Open Space Diagram

Land Use

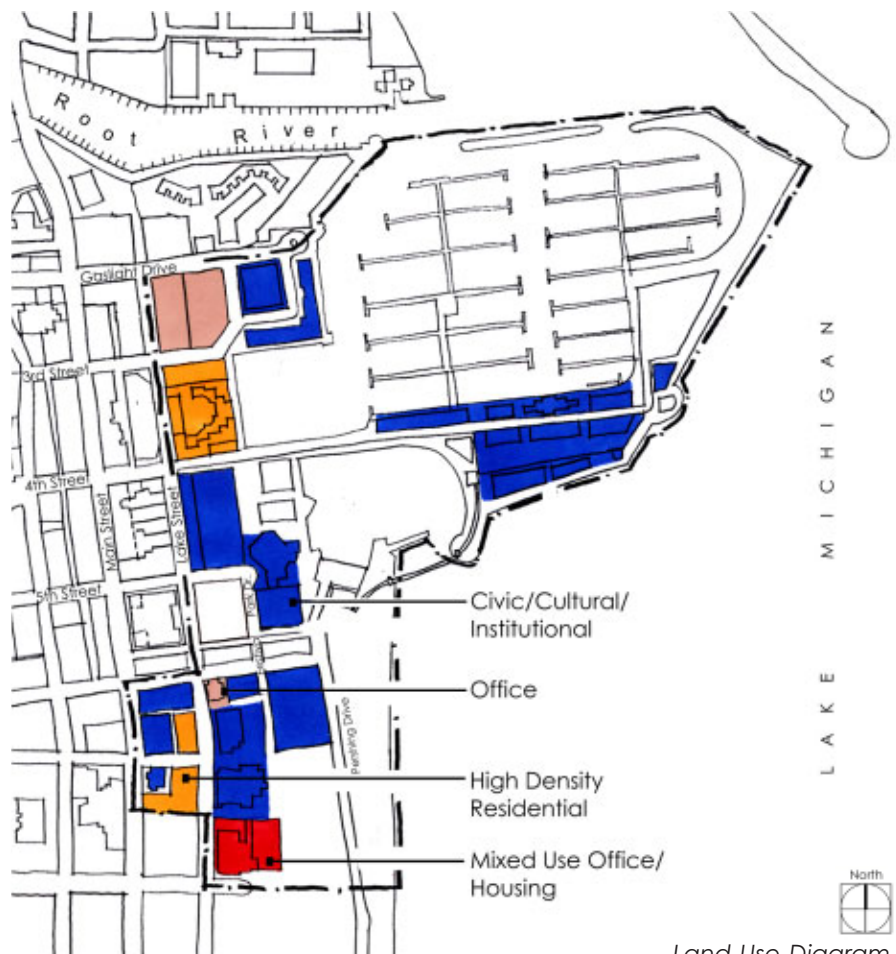
Provide appropriate arrangement of land uses to create and maintain public access to and use of the lakefront.

High-density Residential Requirements

- Minimum 40 units/acre (net).

Medium-density Residential Requirements

- Minimum 15 units/acre (net).



Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure for the pedestrian.

Requirements:

- As indicated in diagram on right.



Build-to Line Diagram

Active Edges

Focus building activity at street level and along primary pedestrian routes.

Requirements

- Front doors facing street or walkways.
- Residential first floor openings (windows and doors) comprising a minimum of 50% of the building's facade.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's facade.
- Windows and doors at ground floor must be unobstructed and open to views in and out of the building.
- Curb cuts not permitted.



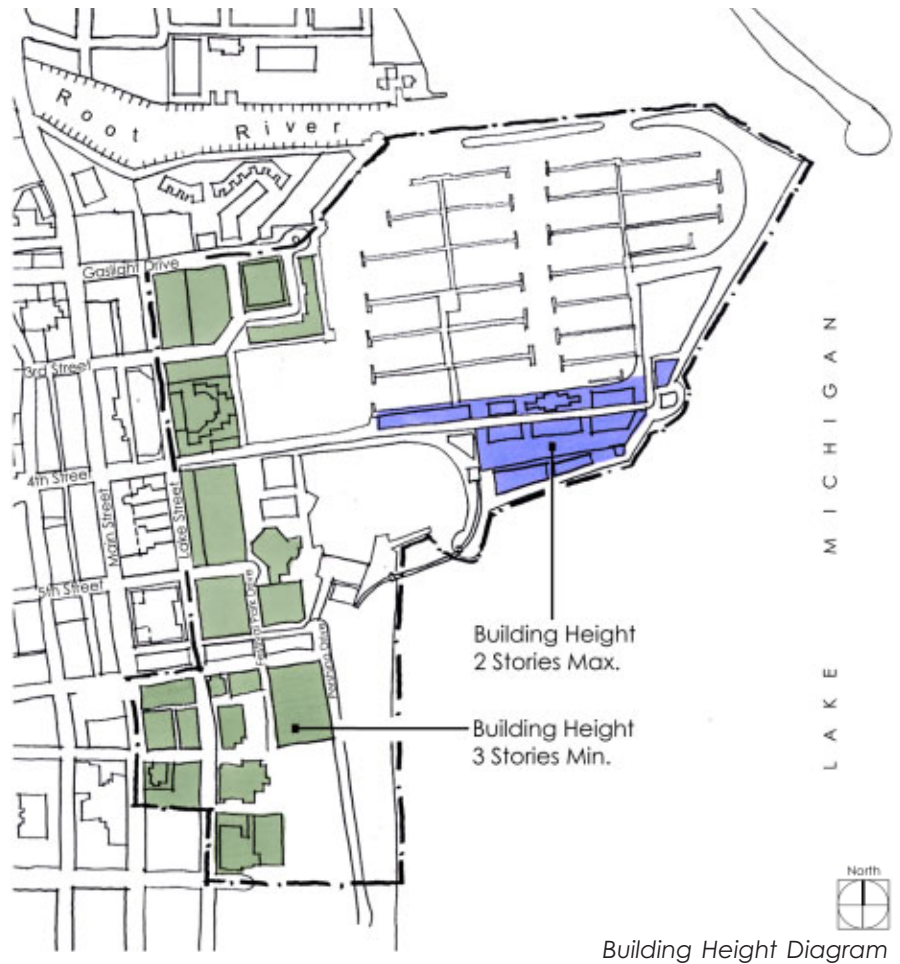
Active Edge Diagram

Height

Taller building heights should be compatible with historic building heights. Lower buildings are appropriate adjacent to the marina.

Requirements:

- As indicated in diagram on right.



Building Height Diagram



Downtown Design Standards

Gaslight District

Intent	7-1
Existing Conditions – 2004	7-2
Character	7-3
Concept	7-4
Build Out 2025	7-5
Street Grid	7-6
Public Open Space	7-7
Land Use	7-8
Build-to Lines	7-9
Active Edges	7-10
Height	7-11

Downtown Racine Corporation
City of Racine

May 10, 2005

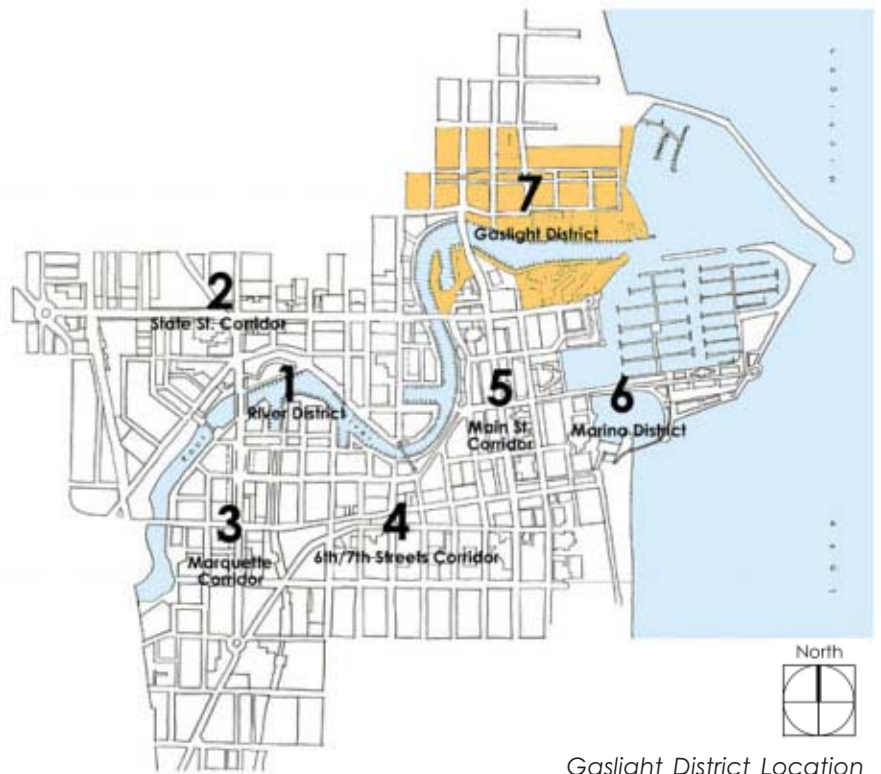
Intent

The Gaslight District Development Standards are:

- A tool to aid in design and review of both public and private development projects.
- Clear and objective, prescriptive requirements for essential aspects of development.
- Tailored to the Gaslight District area to enhance its unique qualities and maximize development opportunities.

Location

The Gaslight District is located north and south of the Root River, fronting on Lake Michigan and extending west to Main Street. Boundaries are shown in the diagram above.



Gaslight District Location

Existing Conditions - 2004

The Gaslight District includes several large redevelopment sites as well as opportunities for reuse. Distinct features of the Gaslight District include:

- The city-owned Walker site south of the municipal water facility is the largest redevelopment site in the district.
- Marinas, with their boat storage areas and waterfront property, offer large sites for redevelopment.
- Vacant and underutilized, low-intensity commercial buildings line Main Street north of the Root River.
- Gaslight Pointe multi-family housing is a gated, inwardly-oriented suburban-styled compound.
- The Root River is lined with high-quality boat slips.



Existing Conditions

Character

The character of the Gaslight District builds upon its maritime atmosphere. The Root River winds through the district and the Racine Harbor borders its eastern edge.

New development should include materials, forms and themes that are consistent with and enhance the:

- Existing marinas and former Coast Guard buildings.
- Unique riverfront and lakeside locations that offer natural amenities for residential development.
- Scale of the existing adjacent residential neighborhoods.

Concept

Provide a maritime, water-oriented residential district with high-density, mixed-use housing within walking distance of the downtown retail core.

Description

Essential aspects of the Gaslight District are:

- **Buildings oriented to outdoor amenities:** Multi-family residential buildings should be oriented toward the adjacent marina and river. New Hamilton Park Blocks will provide a focus for residential development away from the waterfront.
- **Pedestrian and bicycle off-street connections:** Provide new off-street pathways for pedestrians and bicycles, linking the Main Street bridge to the existing Pugh-Rooney Park and North Beach.

- **Historic Racine block structure:** Establish an urban street grid within the existing Walker redevelopment site.
- **Gateways:** Establish a downtown gateway at Hamilton and Main streets.
- **Neighborhood retail:** Establish a small mixed-use neighborhood retail center between Hamilton and Colbert streets on Main Street.



Concept Diagram

Build Out – 2025

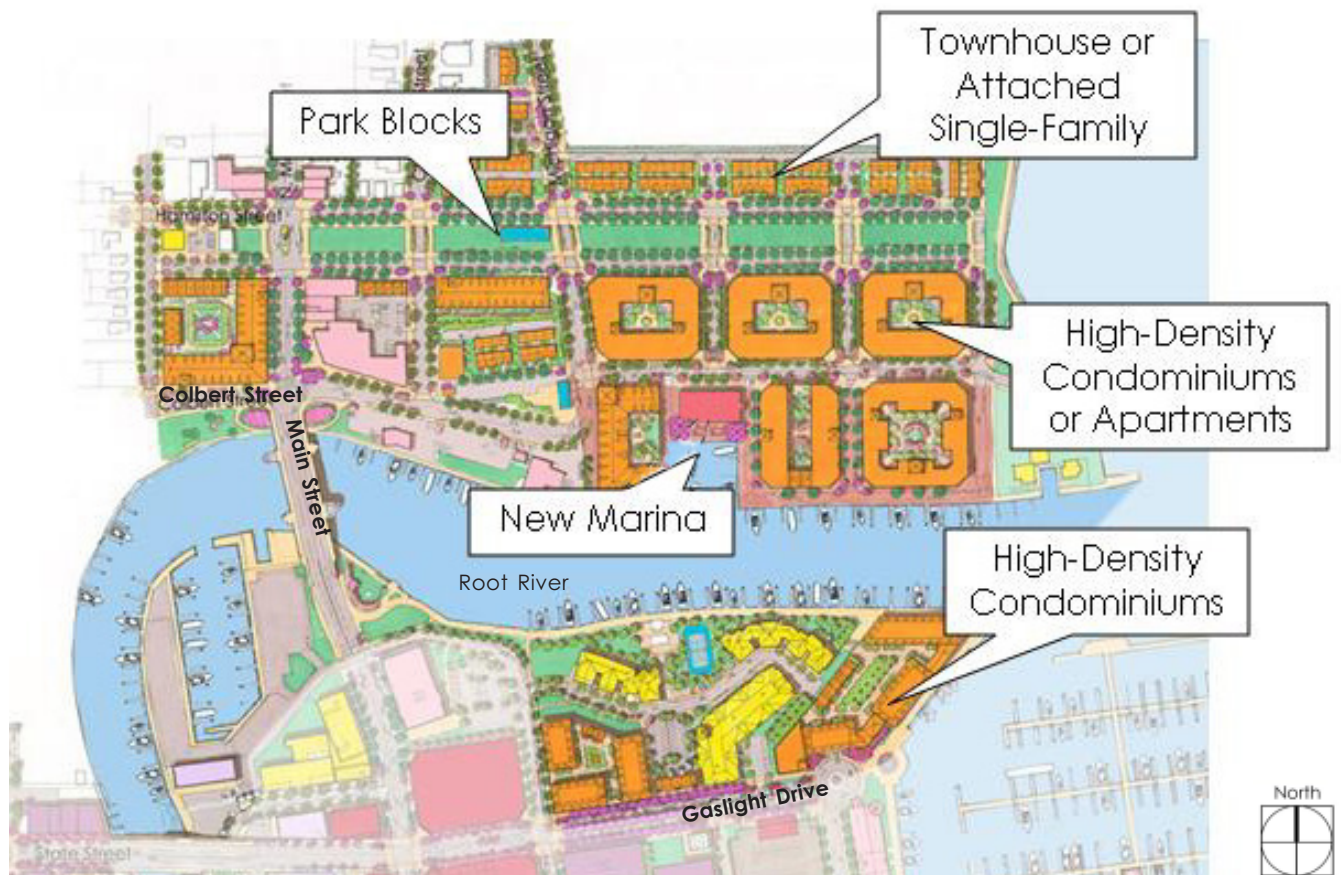
Multi-family “urban” housing is envisioned for the Walker and Pugh parcels. The density should transition from medium density adjacent to the existing residential neighborhoods to higher density along the waterfront.

A limited amount of neighborhood- or visitor-serving retail is envisioned along Main Street and the Root River only.

Approximate Area: 66 acres

New Development & Target Density:

- Retail: 16,000 SF
- Residential: 846 units
- Open Space: 120,000 SF



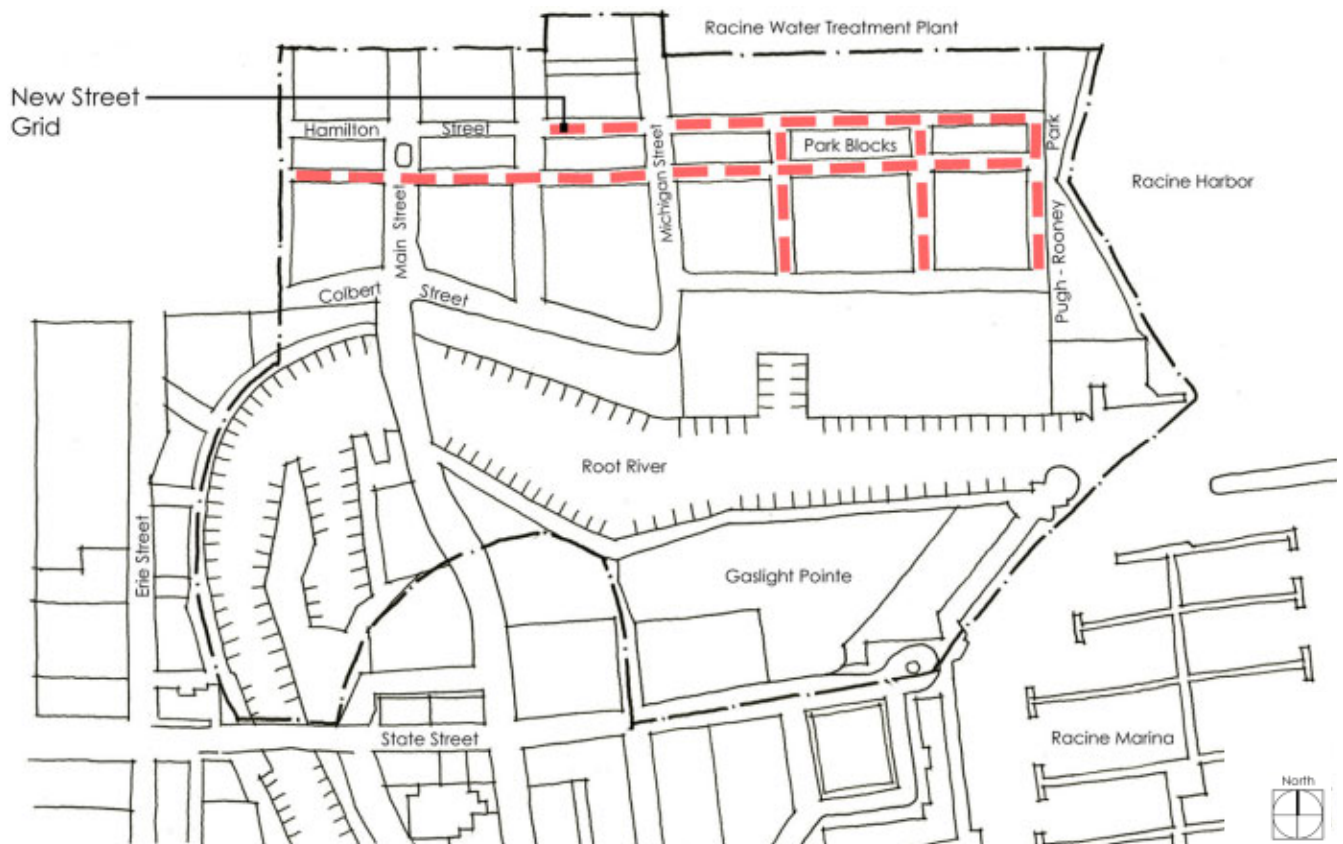
Build Out Diagram

Street Grid

Develop blocks which are consistent in size with the existing Racine historic block structure.

Requirements:

- New public streets as indicated on diagram below.



Street Grid Diagram

Public Open Space

Waterfront esplanades and park blocks offer public recreational use and pedestrian and bicycle access to the river and lakefront throughout the Gaslight District.

Requirements:

- Connect Main Street to Pugh-Rooney Park.
- Connect street grid to Root River.
- Provide new marina slips at Pugh site if feasible.



Public Open Space Diagram

Land Use

Provide a large amount of both ownership and rental housing adjacent to open space and waterfront amenities.

High-density Residential

Requirements

- Minimum 40 units/acre (net) where indicated.

Medium-density Residential

Requirements

- Minimum 10 units/acre (net) where indicated.
- Maximum 15 units/acre (net) where indicated.



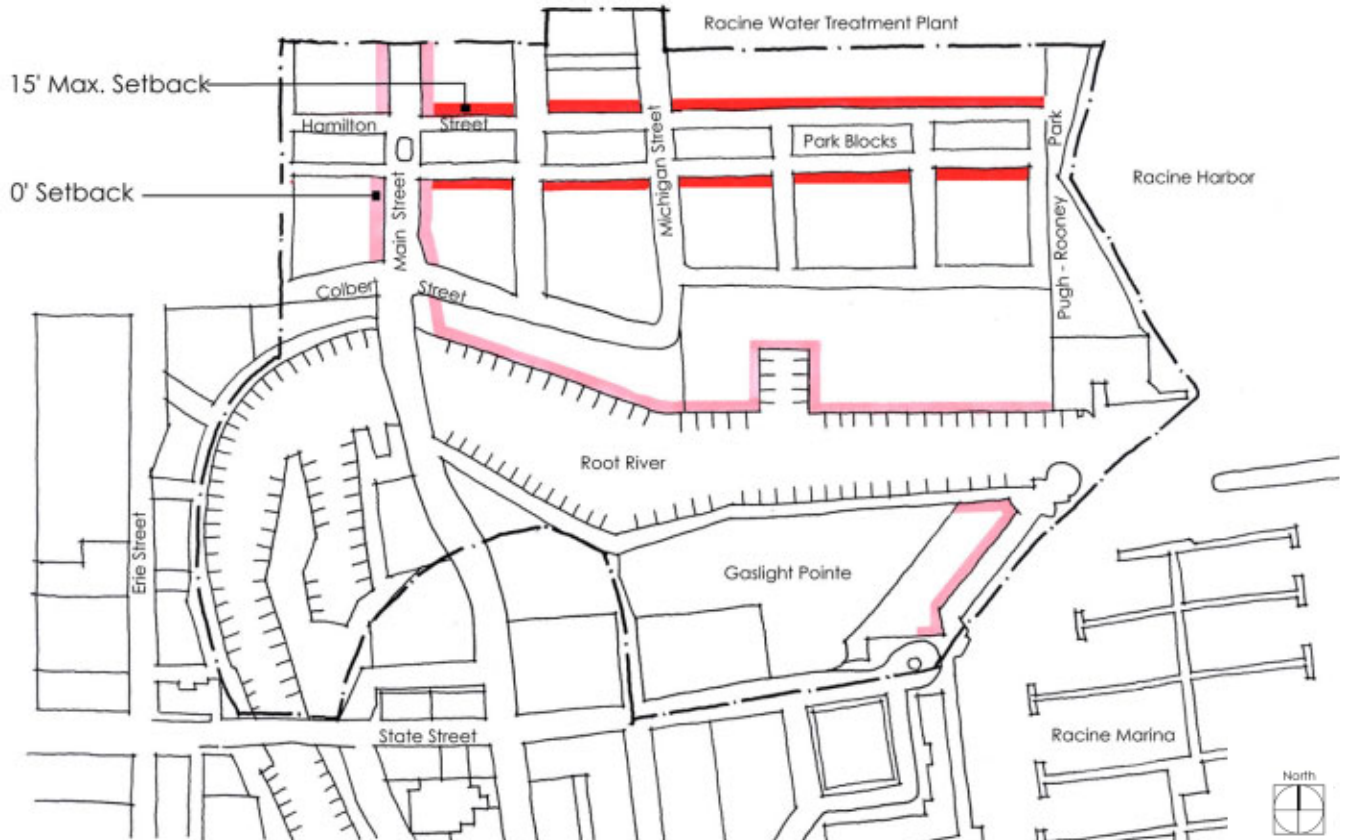
Land Use Diagram

Build-to Lines

Consistent minimum setback along the street will create a “street wall” and provide a comfortable sense of enclosure along critical pedestrian/bicycle routes.

Requirements:

- As indicated in diagram below.



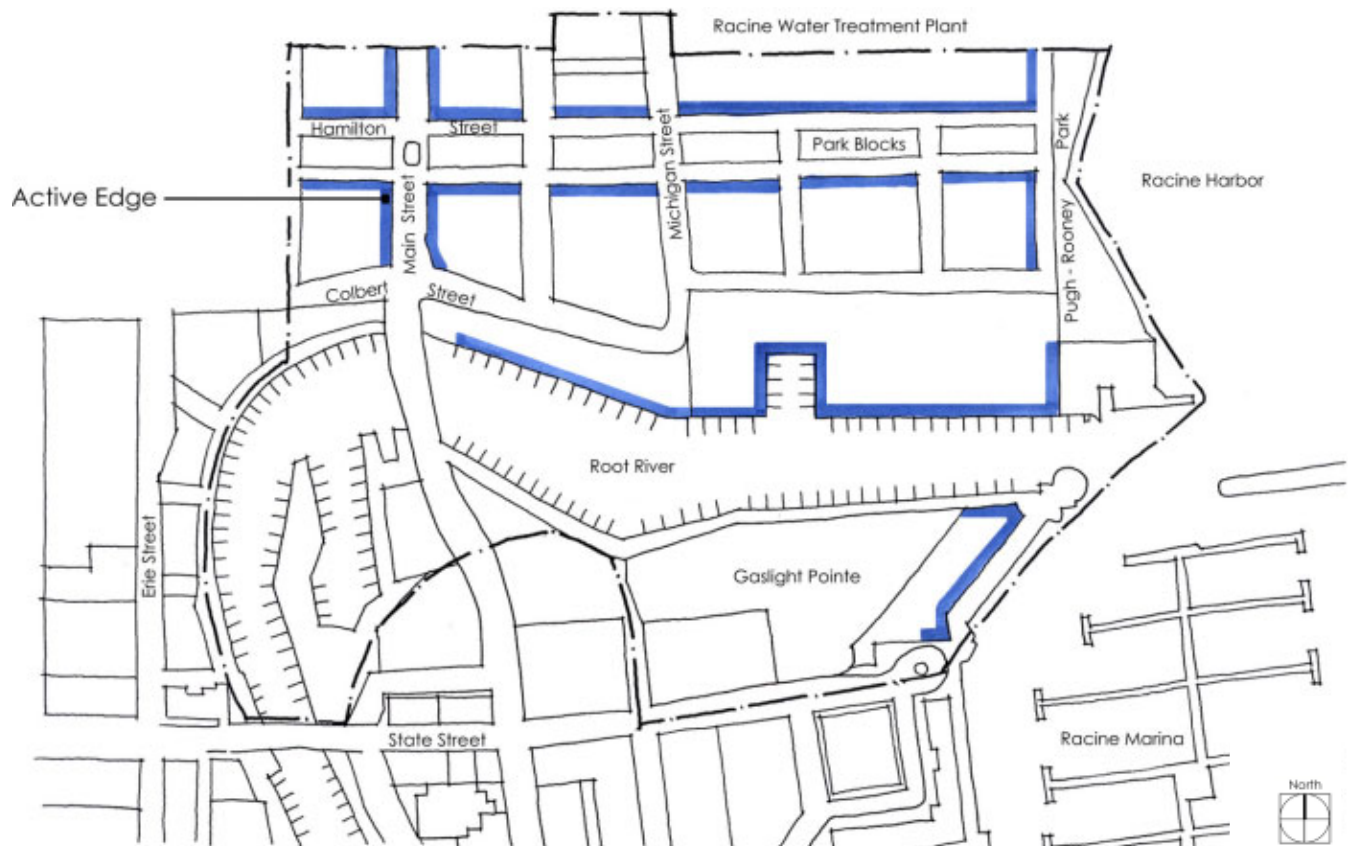
Build-to Line Diagram

Active Edges

Focus building activity at street level to provide security, safety and “eyes on street.”

Requirements

- Front doors facing street or walkways.
- Retail ground floor openings (windows and doors) comprising a minimum of 75% of the building's facade.
- Residential first floor openings (windows and doors) comprising a minimum of 50% of the building's facade.
- Retail windows and doors at ground floor must be unobstructed and open to views in and out of the building.
- Curb cuts not permitted.



Active Edge Diagram

Height

Building heights should transition from lower buildings adjacent to existing residential areas to higher buildings along the waterfront.

Requirements:

- Three-story *maximum* adjacent to existing residential.
- Three-story *minimum* adjacent to waterfront.



Building Height Diagram

Credits



Project Sponsorship & Management

Downtown Racine Corporation

Downtown Redevelopment Task Force

Brian O'Connell
(Committee Chair)

City of Racine

Gary Becker

Rick Jones

Donnie Snow

Brian Anderson

S.C. Johnson

Jane Hutterly

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Hartmann Design, Inc.

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Johnson Bank

Boyd Gibbons

The Johnson Foundation

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Racine County Econ. Development Corp.

Bruce Renquist

Renquist Associates, Inc.

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