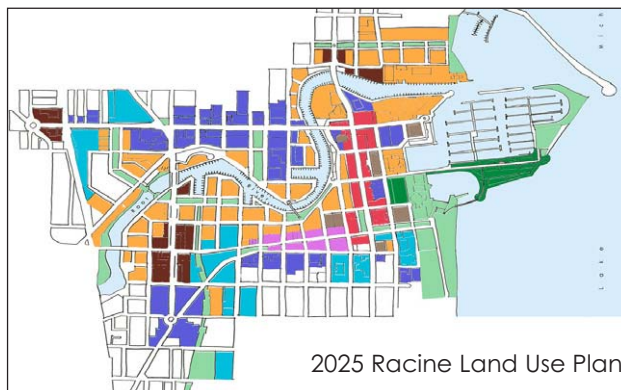
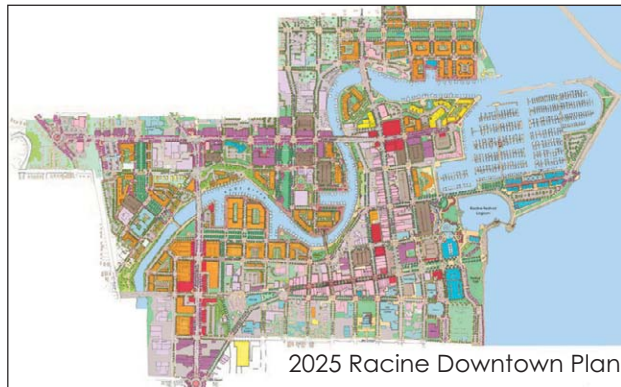


Racine **Downtown Plan**

Downtown Racine Corporation
City of Racine

May 10, 2005

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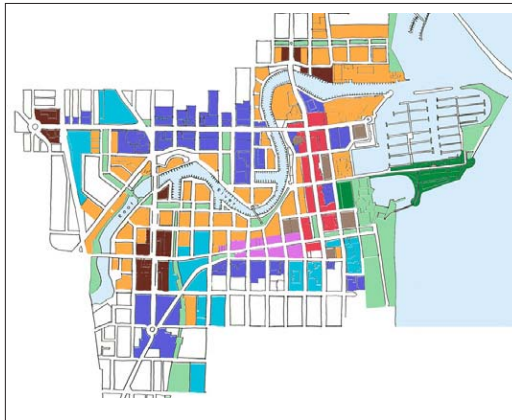
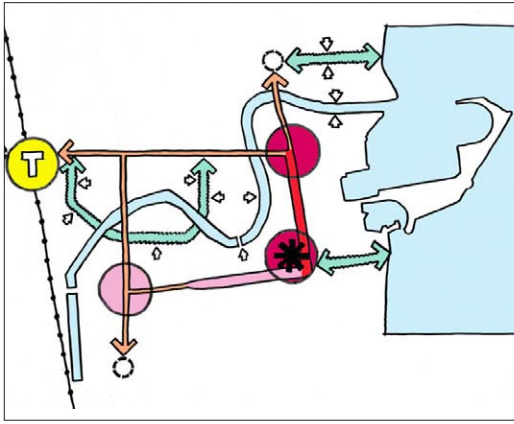
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Credits



Executive Summary

Why this Plan was Prepared

The 2005 Downtown Racine Plan updates and expands the 1999 Downtown Racine Plan.

Back from the Brink

The 1999 plan reestablished the “heart” of Racine’s downtown along Main Street and reconnected the city to Lake Michigan, sparking new development.

While the 2005 Plan celebrates and builds on the success of the 1999 plan, it also:

- Recognizes that more needs to be done to strengthen the heart of Racine and maintain downtown revitalization momentum.
- Provides a clear vision for new opportunity areas adjacent to the heart of the downtown core (such as the Marquette and State Street corridors).
- Positions downtown Racine for additional new development in the 21st century.
- Identifies a menu for strategic public investments to spur private development.
- Refines and updates design guidelines, codes and design standards to ensure quality development occurs within the downtown.



1999 Planning Documents



Racine Art Museum

Public Process

Creating the Downtown Racine Refinement Plan involved a three-step public process – starting, designing and implementing – that began in February 2004 and led to plan adoption in the spring of 2005. The study area for the plan is illustrated at the right.

A Plan Created by Citizens

The Downtown Racine Plan was created in response to the public's vision for future growth. The process was driven by information gathered from the following sources:

1. Downtown Oversight Committee Meetings

Prior to all public meetings, an Oversight Committee comprised of local public officials, citizens and businesspeople reviewed all plan materials and provided input.

2. Public Meetings

All public sessions were interactive and engaged the citizen participants. Each meeting consisted of two parts:

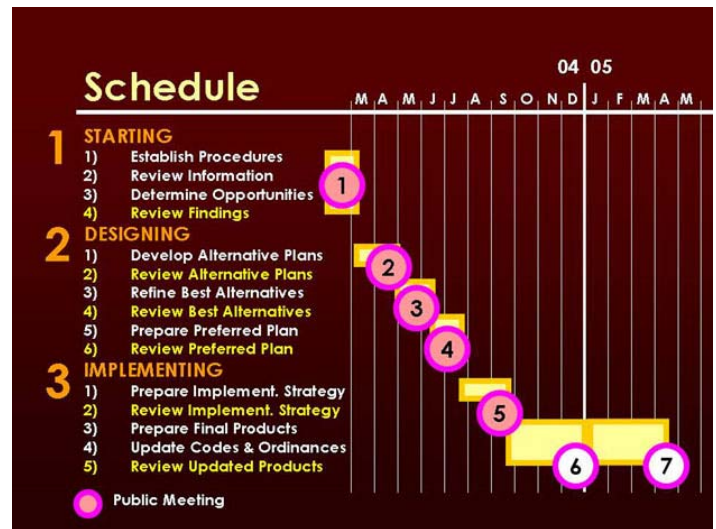
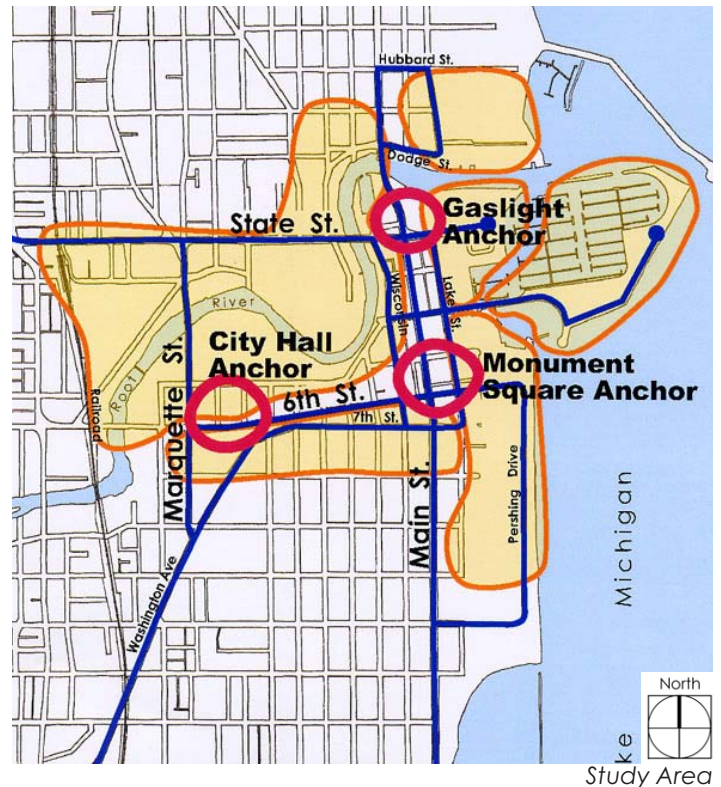
- Presentation - project background, issues and designs were described.
- Workshop - attendees broke into small groups for table discussions, reported back to the larger audience and completed individual response sheets.

3. Other Input

Additional meetings were held with individual property owners and businesspeople. Meetings were also held to gather information from special interest groups, including:

- 6th Street Merchants
- State Street Merchants

Concurrent with the downtown planning process, Monument Square was designed and reviewed in separate meetings with the Parks Board and Council of the Whole. A separate Public Works Design Study for 6th and 7th Street improvements was also conducted.



Guiding Principles

The 2005 Downtown Racine Refinement Plan's design concepts and implementing strategies are consistent with the guiding principles that directed the original 1999 Downtown Racine Plan:

The Touchstone

Utilize Special Downtown Natural Resource Features.

Increase public access to the Root River Pathway, connect the downtown with the Lakefront and provide opportunities for increased recreational uses adjacent to these areas.

Preserve the Historic Built Environment.

Enhance the downtown's character by preserving its past. Promote appropriate infill construction and historic preservation of the existing buildings.

Utilize Existing Assets.

Enhance positive features and treasures unique to Racine rather than employing non-authentic and /or themed development schemes.

Develop a Pedestrian-Friendly Downtown.

Provide distinctive shops and a variety of year-round recreational, educational, cultural and entertainment opportunities.

Increase Residential Development.

Provide multi-income housing that responds to regional housing needs, trends and prices. Most importantly, this housing should be situated close to jobs and services within the downtown.

Promote Business Development.

Devise multiple economic restructuring strategies to expand, retain and recruit targeted businesses that increase employment.

Increase Office Development.

Create opportunities for office development to generate additional jobs within the downtown.

Identify Catalyst Projects.

Identify key projects and actions, and establish a program and process for success that will focus and promote growth throughout downtown.

Develop Community Consensus.

Establish a downtown planning process that fosters and encourages input from all community sectors and builds community-wide support.

Meet and Exceed Established Goals and Expectations.

Set a high standard for quality and sustainable living that will become a benchmark for other downtowns.



Monument Square



State & Main Anchor



Case New Holland Site

The Fundamental Concept

The Downtown Racine Plan is simple in its essence; it is based on a few proven concepts that bring life back to downtowns.

Maintain Retail Revitalization Momentum

- Develop major retail anchors at State and Main Streets and Monument Square, and a neighborhood retail anchor at 6th and Marquette.
- Strengthen Main Street retail by providing additional building and streetscape improvements that will attract local and national retail tenants.
- Create a unique arts/entertainment/gallery (specialty retail) corridor along 6th Street that builds upon existing successful local and independent retailers.

Strengthen the Public Realm

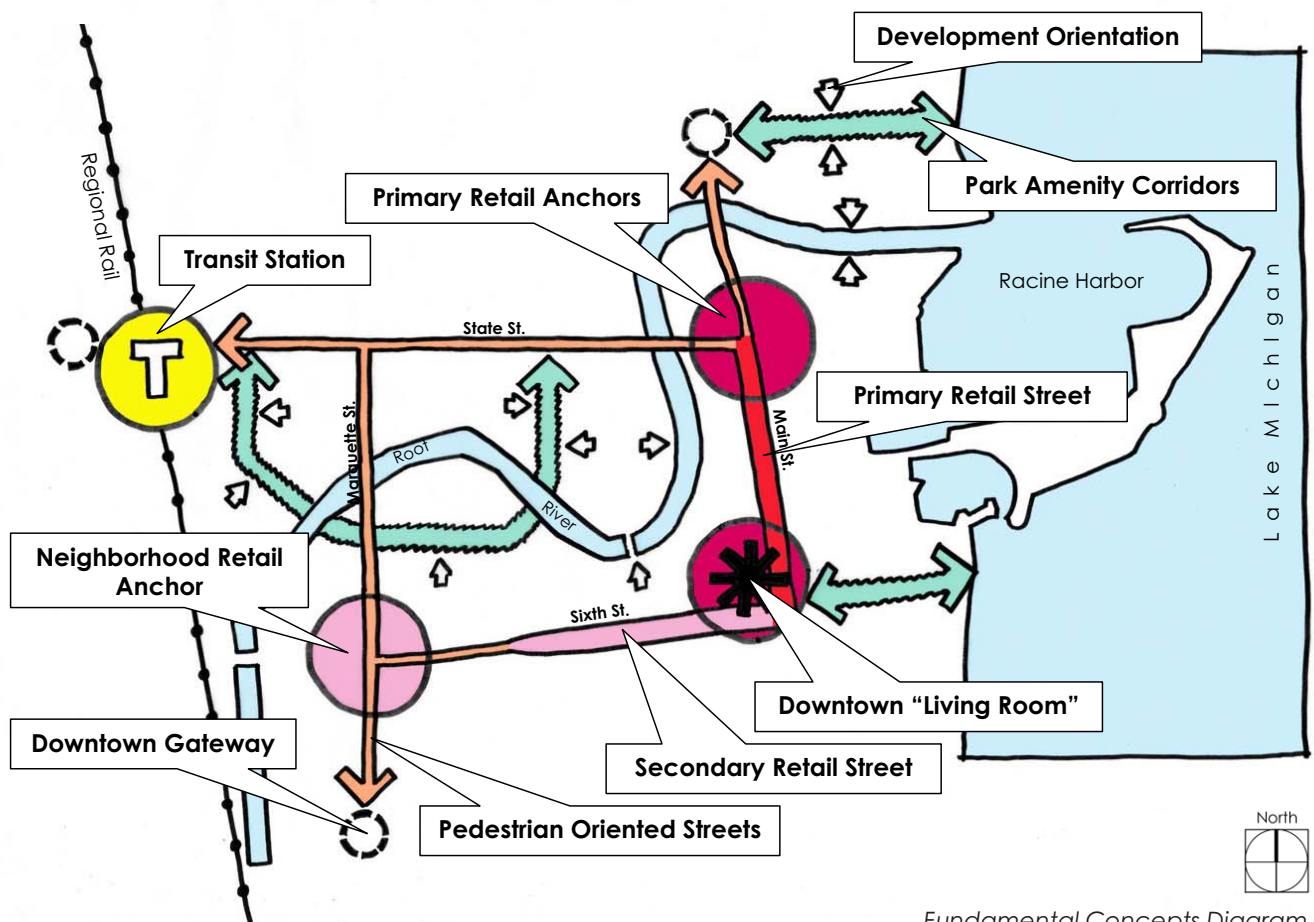
- Establish a number of new public amenities – park blocks and marinas – throughout downtown and along waterways.
- Focus district development and animate the new public amenities by orienting buildings toward the new park blocks and marinas.
- Provide off-street pedestrian and bicycle linkages to attractors and destinations such as schools or transit.
- Improve existing streetscapes to support development and create a unified and cohesive pedestrian-oriented downtown “loop” along State, Main, 6th and Marquette Streets.

Establish a “Sense of Place”

- Define an edge and threshold for downtown by providing gateways from major regional access points.
- Strengthen the historic “100% corner” at Monument Square as the “Living Room” for Racine civic activities.

Provide for Transit and Bicycles

- Commuter Rail – provide regional train connections at the State Street transit station to the heart of downtown.
- Streetcar line – Create a continuous loop, linking State, Marquette, 6th and Main, that provides high-quality transit and a focus for development.
- Bicycle routes – provide off-street access to waterfront and all districts for recreation cyclists and downtown residents.



Fundamental Concepts Diagram

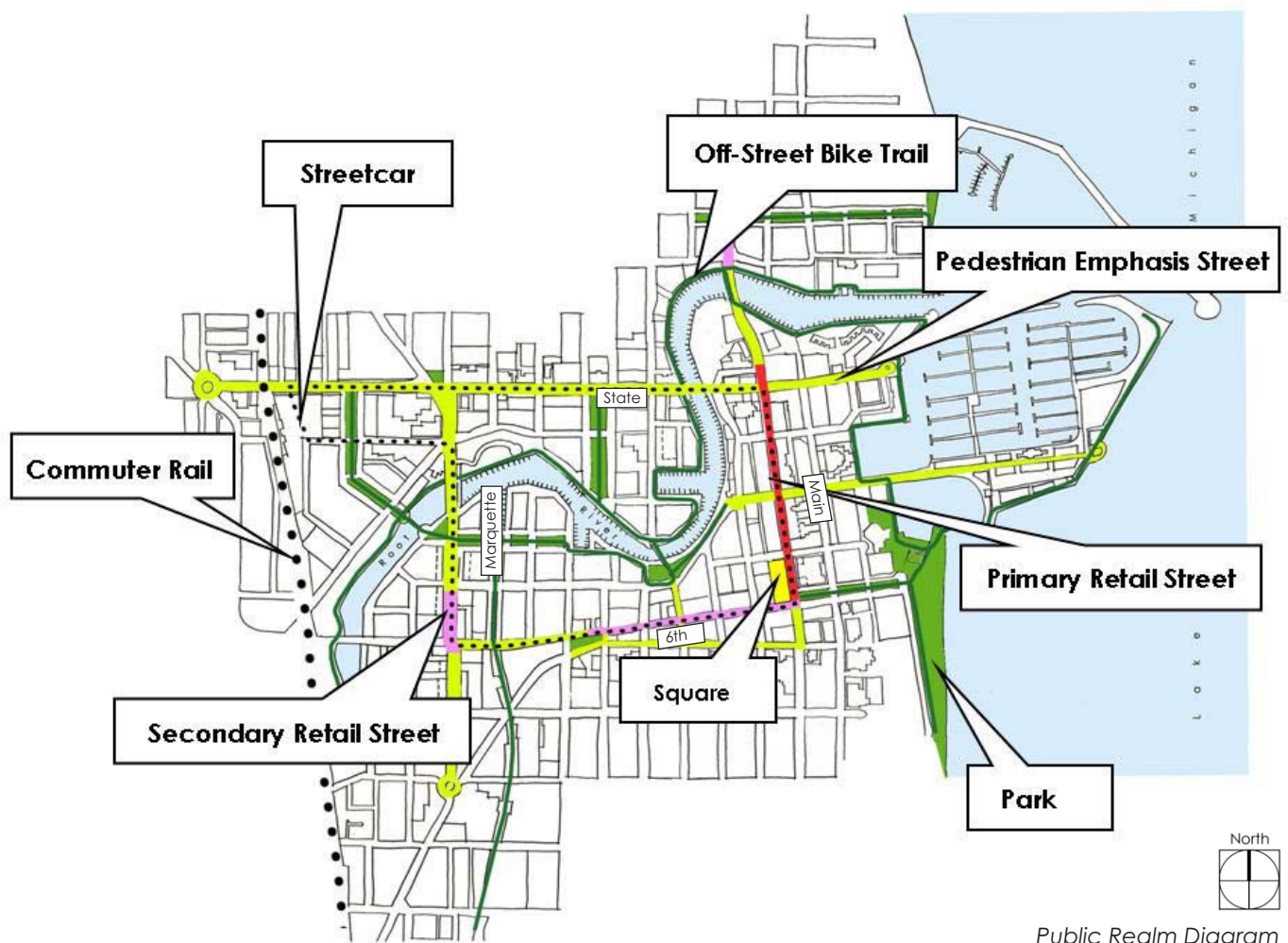
The Public Realm

Over 40% of downtown Racine is in the public realm – the streets and sidewalks. High quality, cohesive and functional development of these areas is imperative to “set the table” for private investment.

Design for the Pedestrian

While auto and truck movement is essential throughout downtown, streets, sidewalks and open spaces should be designed first and foremost to encourage pedestrian activity.

The public realm diagram identifies key public circulation and amenity infrastructure that links districts and provides a focus for pedestrian-oriented development.



Land Use Framework

The Land Use Framework for downtown Racine establishes districts and corridors of unique yet complementary uses that respond to anticipated future marketplace and developer needs.

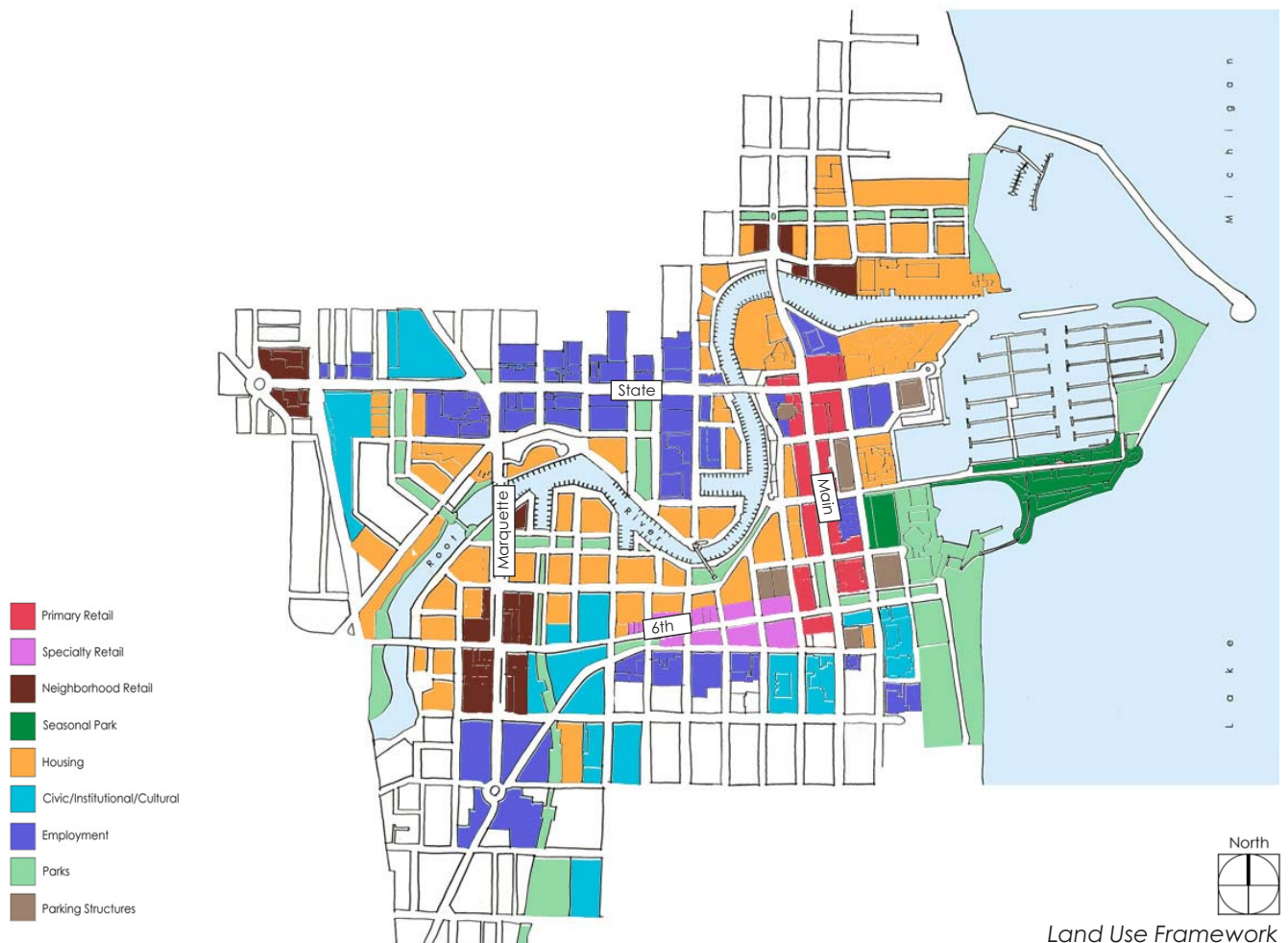
A Unified and Diverse Downtown

While the land use diagram indicates primary uses, in many cases a mix of uses, both vertically and horizontally, is suggested.

Development should be transit- and pedestrian-oriented and employ sustainable practices for construction and habitation.



Districts and Corridors Diagram



Land Use Framework

Capacity Diagram

The capacity diagram is a snapshot of the character and intensity of development anticipated to occur by 2025.

A Vision for Build-out

The capacity diagram depicts development that is realistic and economically feasible.

- The diagram illustrates architectural design schemes that could be built on each site. Schematic floor and parking plans have been developed for all buildings shown.
- All of the development shown on the capacity diagram responds to the fundamental requirements necessary to attract investors. As an example, market acceptable parking ratios have been applied to development schemes.

How the Diagram is Used

The capacity diagram is used to establish private investment costs. These costs are compared to public investment costs to determine the return on public investment. The resulting investment ratios ultimately help prioritize project phasing and funding.

Land Use: New Development Capacity

- Retail: 230,000 SF
- Employment: 700,000 SF
- Residential: 3,100 units.
- Public Open Space: 21 new park blocks.



Capacity Diagram

Key and Catalyst Projects

The revitalization momentum that downtown Racine has initiated can be maintained by strategic public investment that will, in turn, lead to private investment.

A Menu of Priorities

Not everything can be built at once. There are 27 key projects, including 18 catalyst projects, that are important to creating sustained and widespread downtown revitalization.

The catalyst projects should:

- Be located strategically to spark the greatest amount of new development and renovation.
- Result in a return on investment of at least six private dollars of development for every one public dollar spent – a six to one ratio.

The catalyst and other projects are located on the adjacent graphic. They include 11 “top priority” projects, which are highlighted in **bold** text on the list at right.

Top priority catalysts are described in detail in the implementation section of this document.

● **Catalyst Projects** ○ **Other Projects**
(Priority Catalyst Projects are in **bold**)

- | | |
|--|---|
| 1 State & Main Retail/Mixed Use | 15 Condos/Townhouses/Small Lot Single Family |
| 2 Retail/Mixed Use or Cinema | 16 Park Blocks |
| 3 Cinema | 17 Multi-Family Condos/Townhouses |
| 4 Parking Ramp | 18 Commuter Rail |
| 5 Retail Mixed/Use | 19 Retail |
| 6 Monument Square | 20 Retail |
| 7 Retail | 21 Main Street Improvements |
| 8 6th St. Improvements | 22 Festival Hall Expansion |
| 9 7th St. Improvements | 23 Civic Building |
| 10 Lakefront Festival Park | 24 Hotel |
| 11 City Hall Intersection | 25 Memorial Hall |
| 12 Retail/Mixed Use | 26 Retail/Mixed Use Multi-Family Lofts |
| 13 Multi-Family Residential Lofts | 27 Park |
| 14 Multi-Family Townhouses/Condos | |



Key and Catalyst Projects

Implementation

Three implementation steps were necessary to make the Downtown Racine Master Plan vision become a reality: 1) adoption and distribution of the plan, 2) regulatory review and 3) pursuit of catalyst projects. Different parties were responsible for different aspects of implementation.

Adoption and Distribution

The Downtown Racine Master Plan should influence private sector decisions regarding downtown development. To this end, the plan must be:

Formally adopted.

Adoption of the plan requires a formal schedule and involves several stages of review, recommendation, approval and funding by the Downtown Oversight Committee, Planning Commission and Common Council.

Widely distributed to property owners and potential developers.

The Downtown Racine Corporation is responsible for identifying and facilitating the development of key projects and sites, and providing ongoing marketing and promotion of downtown.

Regulatory Review

Upon adoption of the plan, the city's codes must be made consistent with the plan; these codes include:

Zoning development regulations, public area requirements and design guidelines.

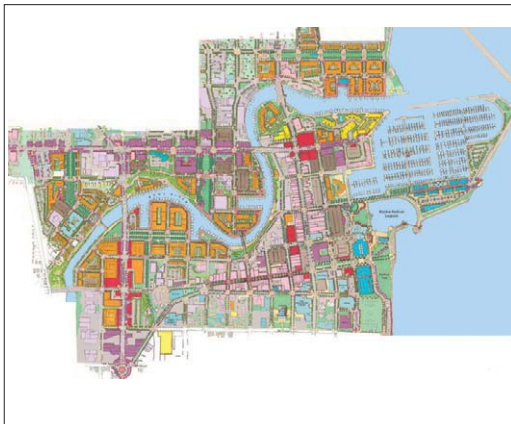
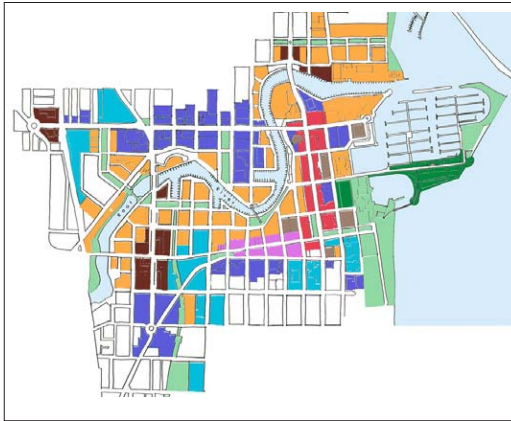
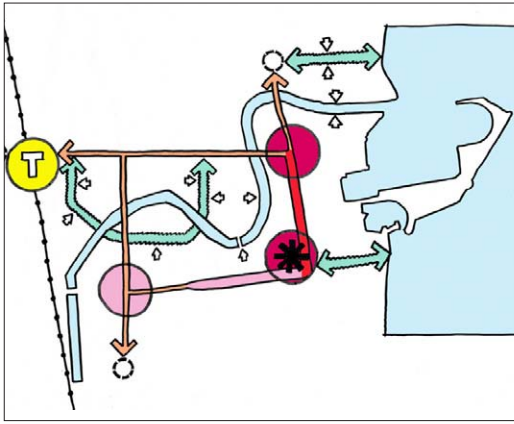
The city's Community Development and Public Works Departments are responsible for carrying out relevant changes to codes, standards and guidelines.

Catalyst Projects

Catalyst projects were identified, with some of them targeted as priority projects. They are listed on the previous page, and detailed in the Implementation section of this document.



Johnson Building



Background

Introduction

The Downtown Racine Plan represents a major opportunity to maintain and expand revitalization. The plan outlines the components that will make such a vision a reality. It builds upon existing assets, capitalizes upon significant uses and features the natural environment. It also sets out a realistic agenda for implementation that public officials, the DRC, private investors and the community can follow.

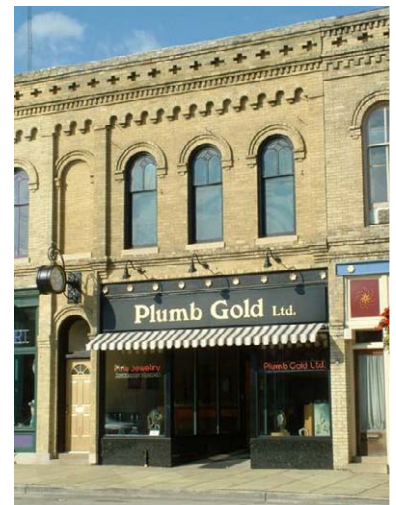
Momentum Established

The Downtown Racine Plan refines and expands the successful Downtown Racine Plan completed in 1999 that has resulted in an estimated \$200 million of new investment. Much has been accomplished since the completion of the earlier plan by the local development community, businesspeople and citizens. Major accomplishments include:

- Sam Johnson Parkway and Park Blocks.
- Main Street reconstruction.
- New downtown Transit Center.
- New arts facilities, including the new building for the Racine Art Museum.
- Many new downtown businesses.
- Renovations, rehabs and facade improvements for existing buildings.
- New downtown housing – renovations, artists lofts.
- Johnson Building Corporate Headquarters and new parking garage.

What this Framework Does

This framework establishes and guides the development of privately- and publicly-owned parcels of land and outlines specific land uses. With formal adoption by the Racine Common Council, this document will provide the legal authority as the guide to the development of the downtown.



Process and Community Efforts

The Racine community contributed considerable time and effort to drive the planning process forward.

Public Meetings

Six public meetings were held over eight months. Specific input from participants at each meeting was solicited to help guide the development of the downtown plan. A summary of these meetings follows:

Meeting #1 - February 12, 2004

Identified the top two improvements people wanted to see in the downtown.

- Generated project goals and objectives.

Meeting #2 - April 15, 2004

Presented alternatives, including a Capacity Diagram that enabled investment potential figures to be estimated.

- Presented and evaluated land use and circulation frameworks.
- Presented and evaluated Monument Square alternatives.

Meeting #3 - May 25, 2004

Evaluated refined alternatives, including concepts for Main Street retail, anchor developments, housing and employment.

- Determined project and area priorities
- Developed preferred enhancements for particular sites and streets.

Meeting #4 - June 23, 2004

Presented Preferred Plan.

- Compared one- and two-way alternatives for 6th Street.
- Evaluated options for City Hall intersection, cinema sites and Monument Square refined plan.

Meeting #5 - September 16, 2004

Presented Draft Implementation Strategy.

- Identified key and catalyst projects.
- Evaluated 6th/7th Street improvement options.

Meeting #6 - December 15, 2004

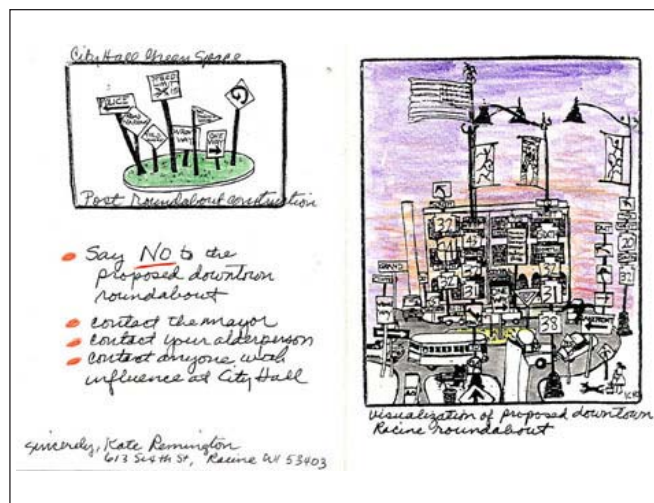
Reviewed Draft Master Plan document.

- Presented draft outlines for design guidelines, public area requirements and tabloid/mailler.

Top Issues To Be Resolved

The following issues were identified by the public:

- More things to do downtown.
- Reduce speeds on 6th and 7th.
- Make 6th a two-way street.
- Housing on the Walker site.
- More downtown parking.
- Solve intersection problem in front of City Hall.
- Whether or not to build roundabout.
- Revisit Monument Square.



Example of Public Comment

Existing Conditions

The existing physical and market conditions of downtown Racine were determined and used as a starting point for the planning process.

What We Have

By taking an inventory of existing uses – retail, office, housing, open space, parking, civic/institutional and cultural/tourism – graphic frameworks were created that served as a basis for development of the refined downtown plan. Sites identified for development or redevelopment are shown at the right.

The Market Exists

Historic growth trends and demographic conditions were examined to determine baseline development demand. As a part of these tasks:

- Economic indicators were examined.
- Project population growth was assessed.
- Retail potential was assessed, including a review of potential market for cinemas.



Development or Renovation Sites



Downtown View from above Lake Michigan

Opportunities and Constraints

Downtown Racine's strengths and weaknesses were assessed in terms of physical and market potential. Where possible, the plan builds upon the downtown's strengths and overcomes or minimizes its weaknesses.

Strengths

- Waterfront location.
- Rich stock of historic, attractive buildings.
- Small, pedestrian-scaled blocks.

Weaknesses

- Distance from I-94.
- Seasonality of waterfront recreational activities.
- Located at the edge of the community region.

Creating a Market

Downtown retail areas are typically supported by residential, visitor and office consumers. Strategic opportunities that could increase the market demand were identified, including:

- Tapping into growth and energy from the Milwaukee and greater Chicago metro areas.
- Maximizing marina, boating and waterfront markets.
- New residential development.

Retail and Entertainment

Direction

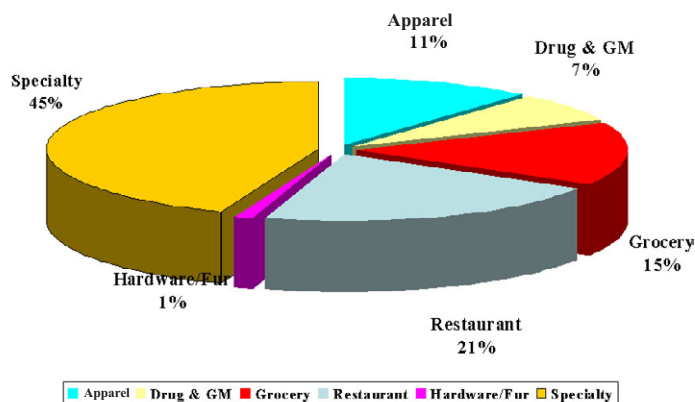
The total demand for new retail and entertainment development was assessed:

- Total Demand 2002-2025:
179,000 SF (125,000 SF by 2015).

The following categories were identified as attainable by 2025:

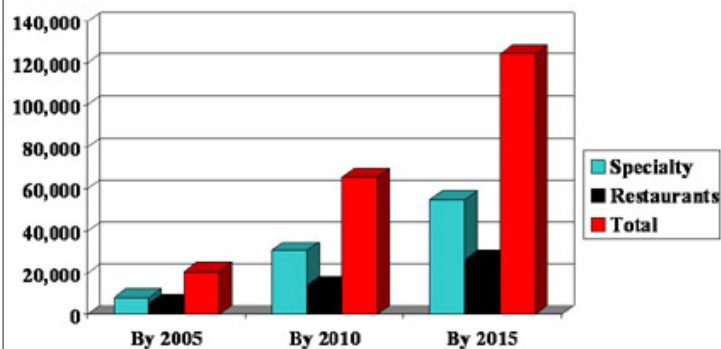
- Specialty shops, including art galleries - 74,000 SF.
- Restaurants - 55,000 SF.
- Other uses - 50,000 SF.
- A five- to six-screen cinema.

Distribution of Downtown Retail Space Demand by 2015

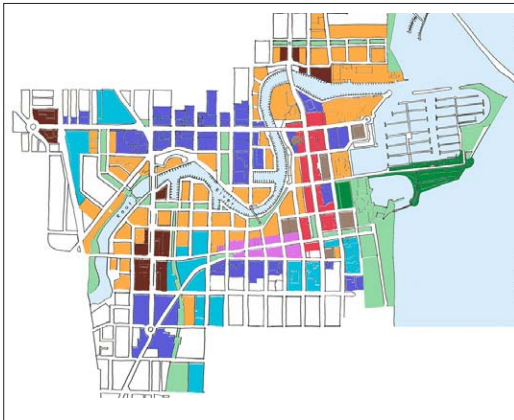
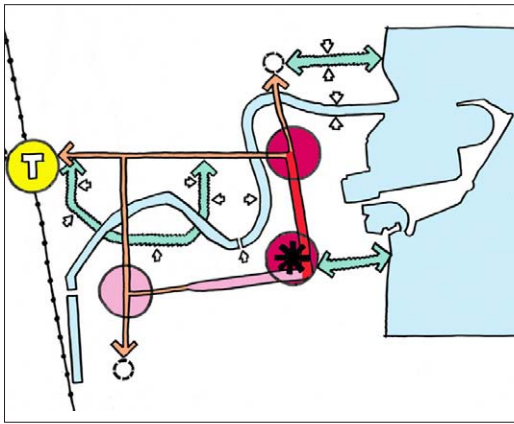


Source: ERA

Growth in Downtown Retail Demand (in Square Feet)



Source: ERA



Public Realm Framework

Overview

The public realm framework establishes an identifiable “sense of place” that builds upon and reconnects to downtown Racine’s greatest assets.

Linking Land Use and Transportation

The downtown public realm is a collection of outdoor spaces that provides an open and inviting atmosphere for young and old alike; workers, residents and visitors can mix, mingle and enjoy the city. Together, the streets, open spaces and trails of the public realm framework create a coherent downtown environment.

The framework identifies a series of new and/or enhanced public infrastructure elements that will:

- Improve pedestrian access.
- Serve as a focus for development.
- Increase transit ridership.

The pages that follow describe public realm elements identified on the framework diagram below; specific details and design standards for each of these elements are provided in the Public Area Requirements.

The framework depicts the community’s vision for improving infrastructure on existing rights-of-way and constructing new infrastructure on private property. These improvements would be made by private developers or private developers in partnership with public agencies.

In any case, all concepts would require further design refinement, review and approval by the public and by private property owners.



Monument Square

Monument Square is identified as a catalyst project and key piece of the Racine public realm framework. The design reflects the history of the space and reflects the community's character and core values.

The City's Living Room

The heart of Racine's public realm is its "living room" – the redesigned Monument Square at Main Street between 5th and 6th Streets. The updated square:

- Provides the primary civic assembly space in downtown.
- Improves the pedestrian linkage between 6th and Main Streets in the retail core of downtown.
- Focuses the retail activity of the adjacent buildings surrounding the square.
- Accommodates a variety of public gatherings and seasonal events year-round.

- Provides a dignified setting for the Monument and other historic elements.
- Is safe and inviting for all people at all hours.
- Improves downtown auto circulation.
- Maintains angle parking on Monument Square Drive.
- Is durable, long-lasting and low maintenance.

Approved Concept

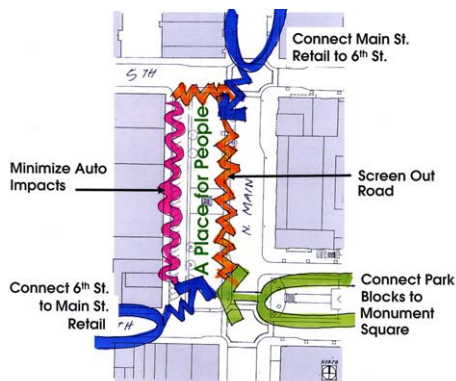
Design and construction of the square is anticipated to be completed by the fall of 2005.



Monument Square

Redesign Chronology

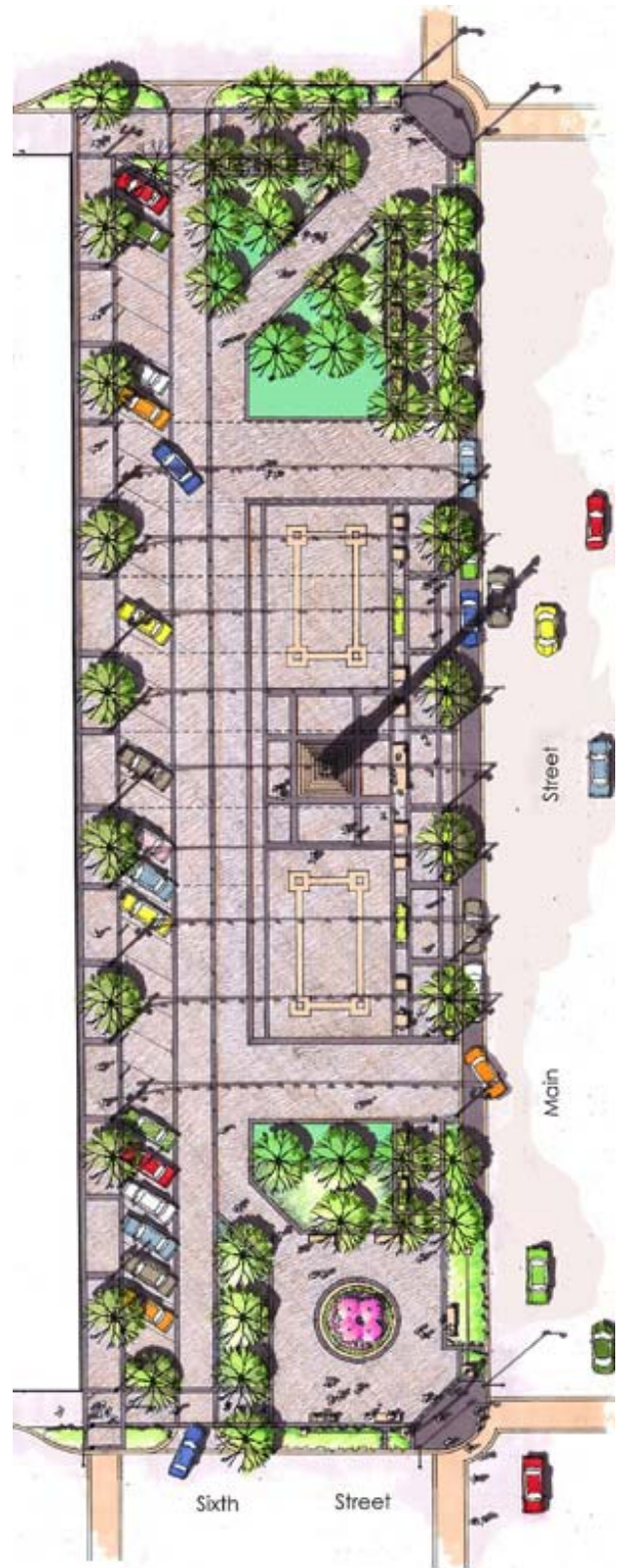
- 1999 - A concept to redesign Monument Square was established in the Downtown Development Plan.
- 2003 - A design concept was developed by city's design consultant.
- 2004 - A design concept was recommended by Parks Board; no action was taken by the Common Council.
- 2004 - A design concept was created, refined and recommended as part of the Downtown Plan workscope and public process.
- 2004 - The city developed budget-driven alternative design concepts.
- 2004 - A final plan incorporating budget considerations into the Downtown Plan concept was adopted by the Committee of the Whole and the Common Council.
- 2005 - Construction was initiated and completed by Fall.



Monument Square Concept Diagram



Monument Square Concept Sketch - Looking West



Monument Square Plan

Retail Streets

The creation of successful retail streets has been one of the most desired yet least understood aspects of urban revitalization. A retail street's relationship with the public realm must adhere to specific guidelines.

Rigorous Compliance

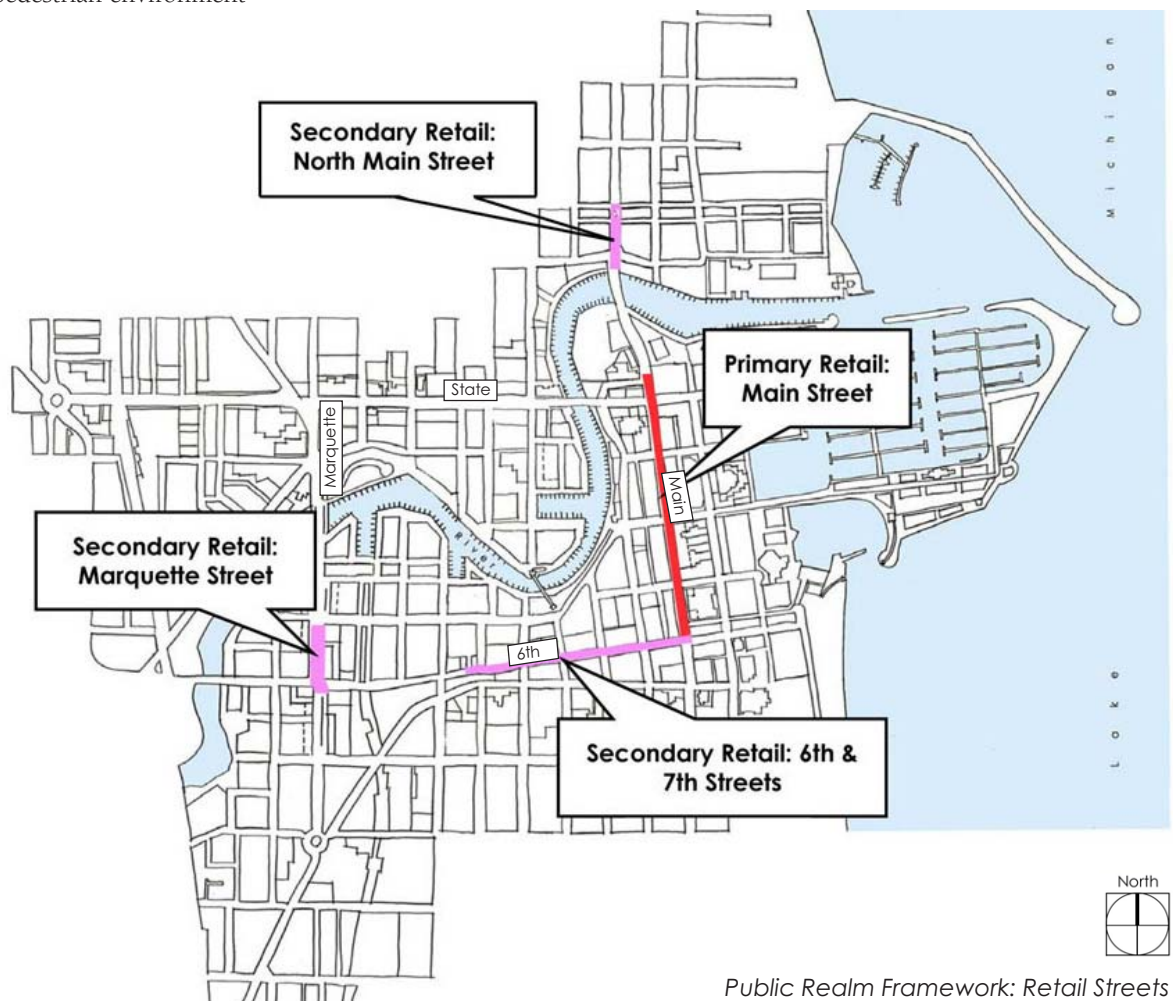
Unlike housing or office development, either of which can be successful within a varied public realm context, a successful retail street requires disciplined compliance with fundamental public realm requirements, including:

- On-street parking.
- Busy street – 8,000 to 20,000 cars/day.
- Walkable street – length of one-eighth mile (700').
- Comfortable pedestrian environment – sidewalks, furniture.

Coupled with land use requirements for continuous, active ground floor development, retail can be successful. With the erosion of one or more of these requirements, retail will not be successful.

Primary and Secondary Streets

Both street types must include the above requirements. It is also important that the design of these streets include common elements that create a unified and coherent streetscape expression. Nevertheless, there is room for unique elements that reflect each district's character, history and development objectives.



Public Realm Framework: Retail Streets

Primary Retail Street

Main Street

Reconstruction of Main Street was completed in 2004. While street enhancements have greatly improved the function and character of the street, additional improvements are proposed to:

1. Ensure that the pedestrian is the priority.

Slow traffic speed either by re-timing traffic signals or by removing signals and replacing with stop signs.

2. Supplement landscaping.

Plant additional street trees along sidewalks and curb extensions. This will:

- Improve the street's visual quality.
- Reduce glare.
- Minimize the perceived length and width of the street.
- Create a wider tree canopy.

3. Provide more on-street parking.

Shorten excessively long curb extensions to allow more parking spaces.



Main Street Reconstructed

Secondary Retail Streets

6th Street

Recently, the design and reconstruction of Main Street has improved the retail viability of its businesses. It is likely that similar attention to 6th Street would spark equally impressive results.

The 6th Street design should provide opportunities to celebrate its different arts and gallery uses, scale, character and history.

Multiple Functions

Currently, 6th Street provides important regional access to and through downtown. It is officially designated a state highway.

Meanwhile, 6th Street is enjoying a rebirth as a quirky collection of small and local retail shops, art galleries, studios, restaurants and entertainment venues, and is envisioned as a specialty retail street.

To foster additional development of this burgeoning district, specific improvements are proposed. These include:

- Design of traffic lanes, sidewalks, parking and other facilities to accommodate potential future two-way traffic.
- A design that uses similar materials and creates a character compatible with Monument Square.
- Provisions for high-quality and distinctive public art elements.
- Consideration of sustainable practices in design, construction and on-going maintenance of the street.
- A streetscape design and signalized engineering that calms traffic and reduces auto speeds. Average traffic speed should not exceed 20 miles per hour.

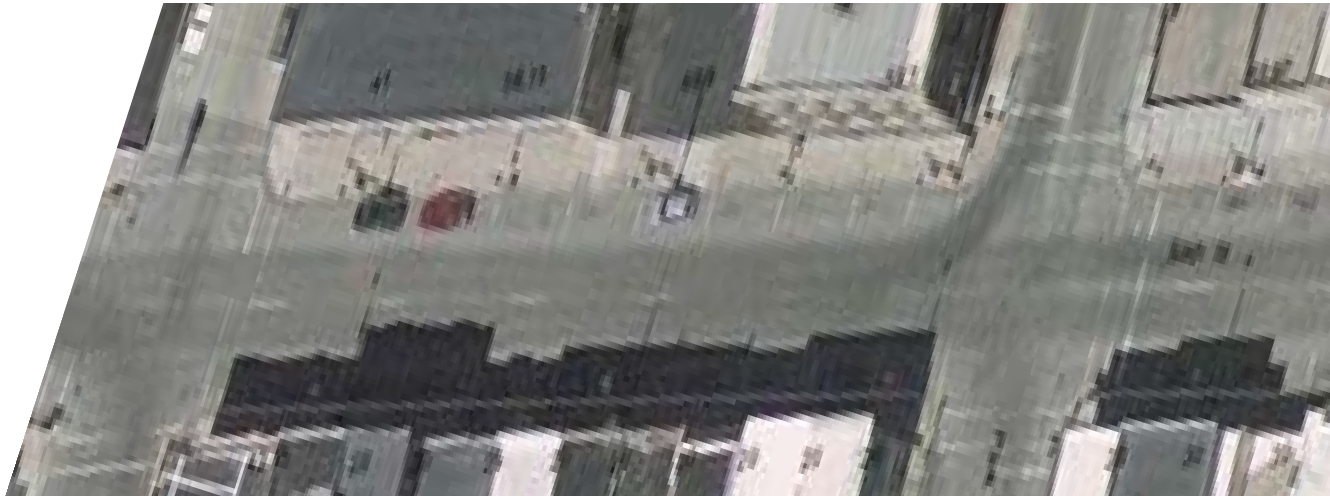


6th Street - Existing

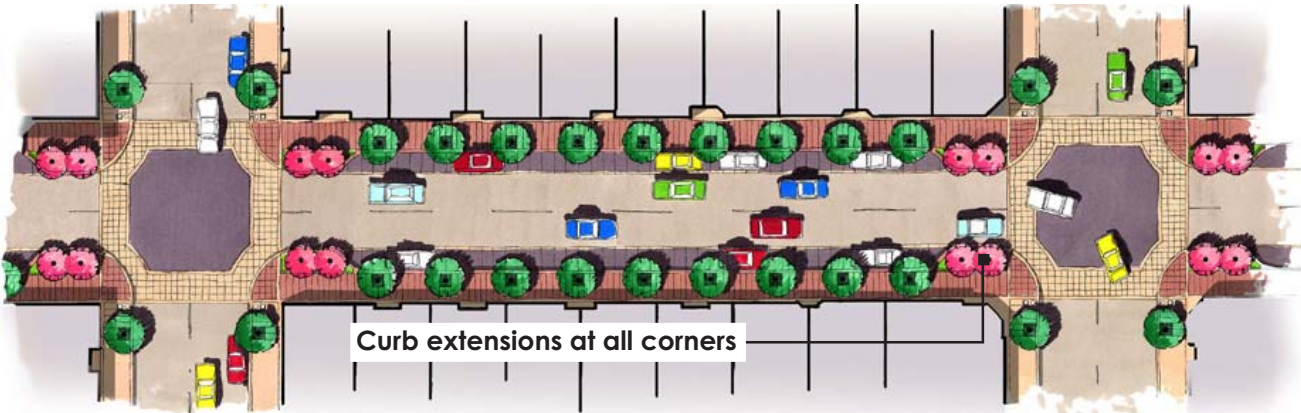


City Hall Intersection

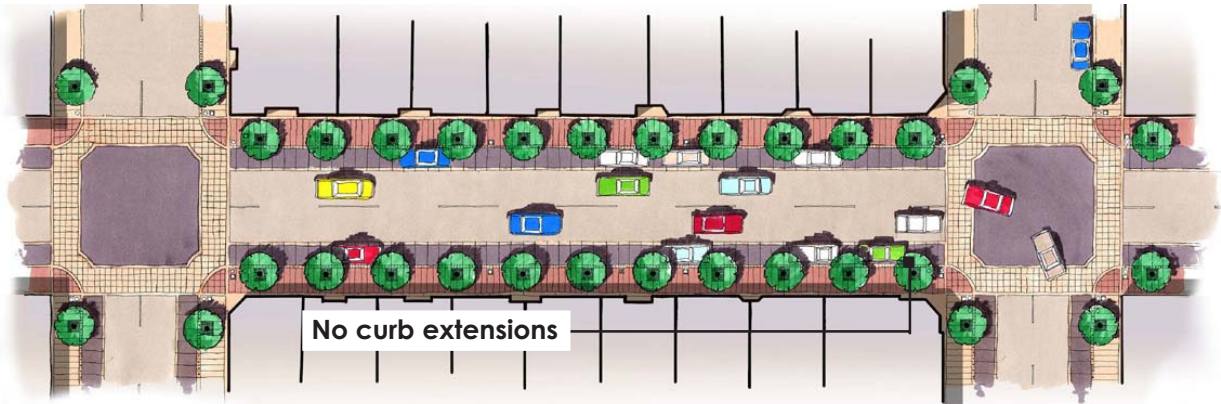
6th Street



6th Street - Existing



6th Street - With Curbs

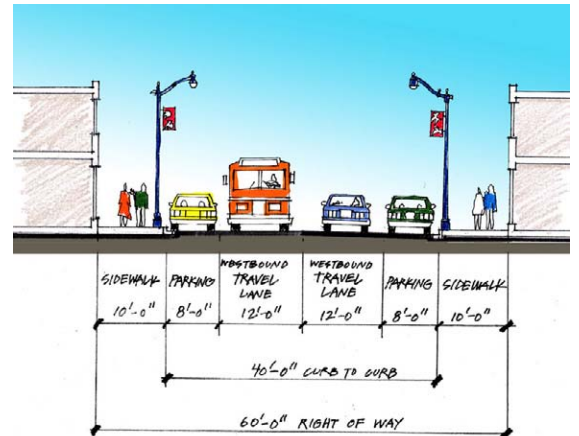


6th Street - Without Curbs

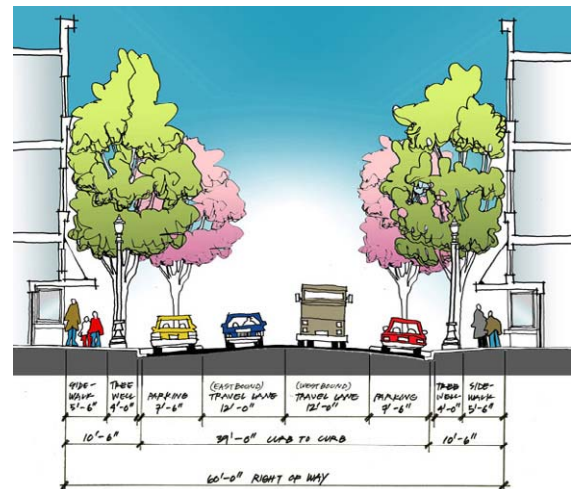
Featured Improvements:

- Widened sidewalks.
- Street trees.
- Festival lights over roadway.
- Possible curbless design.
- Special district public art.
- No dedicated loading zones.
- New pedestrian-scaled lighting.
- New pedestrian crosswalks.

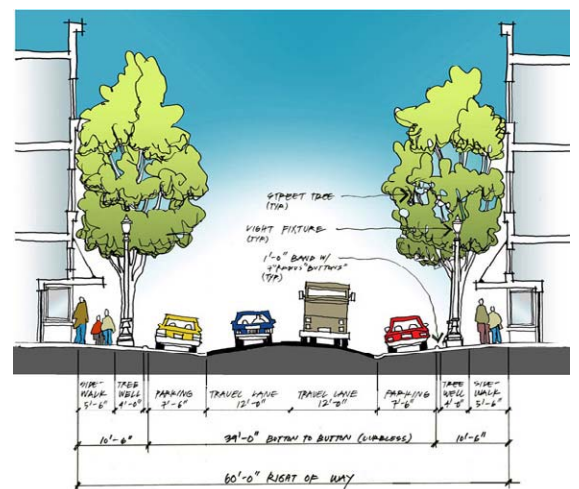
6th Street should be designed to accommodate potential two-way traffic, and, as a state highway, needs to respond to state highway standards.



6th Street Section - Existing



6th Street Section - With Curb Extension



6th Street Section - Without Curb Extensions

City Hall Intersection

Rather than a roundabout, reconstruction of the City Hall intersection at 6th, 7th and Grand Streets as a signalized intersection is suggested.

The intersection project should include landscaping improvements to the City Hall forecourt. Design of the intersection should accommodate potential two-way traffic on 6th and 7th Streets.



City Hall Intersection Plan - Existing



City Hall Intersection Plan - Roundabout Proposal



City Hall Intersection Plan - Signalized Intersection

Marquette Street

Marquette Street between 5th and 6th Streets will be enhanced to support pedestrian-oriented anchor retail use.

Boulevard

The street will be a retail boulevard, with parallel access roads alongside the main through road. This new configuration will:

- Provide pedestrian and auto exposure to ground floor retail.
- Provide necessary on-street parking.
- Create a pedestrian separation and setback from heavy traffic on Marquette.
- Maintain existing traffic volumes, traffic lanes, turning movements and signalization.
- Provide substantial new landscaping and street trees to improve the visual appearance of the street.
- Provide pedestrian-friendly sidewalks with places for stopping, viewing and relaxing.
- Create a district with its own unique identity.



Boulevard Example

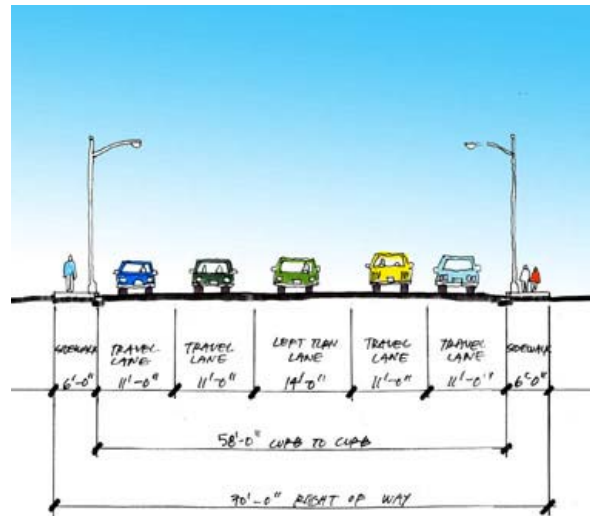
Featured Improvements

To give Marquette Street a boulevard character, enhancements will include:

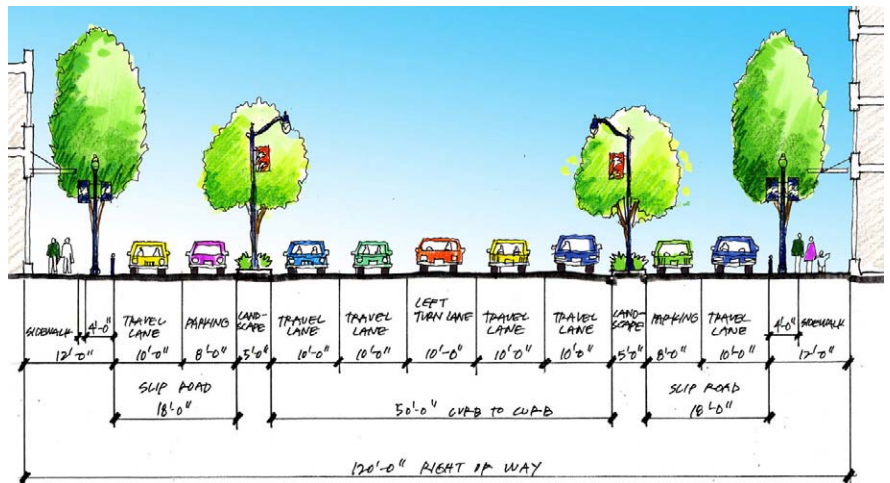
- Access roadway lined with street trees.
- On-street parking on parallel access roadway.
- Pedestrian-friendly street furniture, landscaping and pedestrian-scaled lighting.
- 12' wide sidewalks.



Marquette Plan - Proposed Blvd



Marquette Street Section - Existing



Marquette Street Section - Proposed

Pedestrian Emphasis Streets

While it is important to maintain vital automobile and truck traffic through downtown, it is imperative to the success and ultimate livability of downtown that its streets be designed to encourage pedestrian activity.

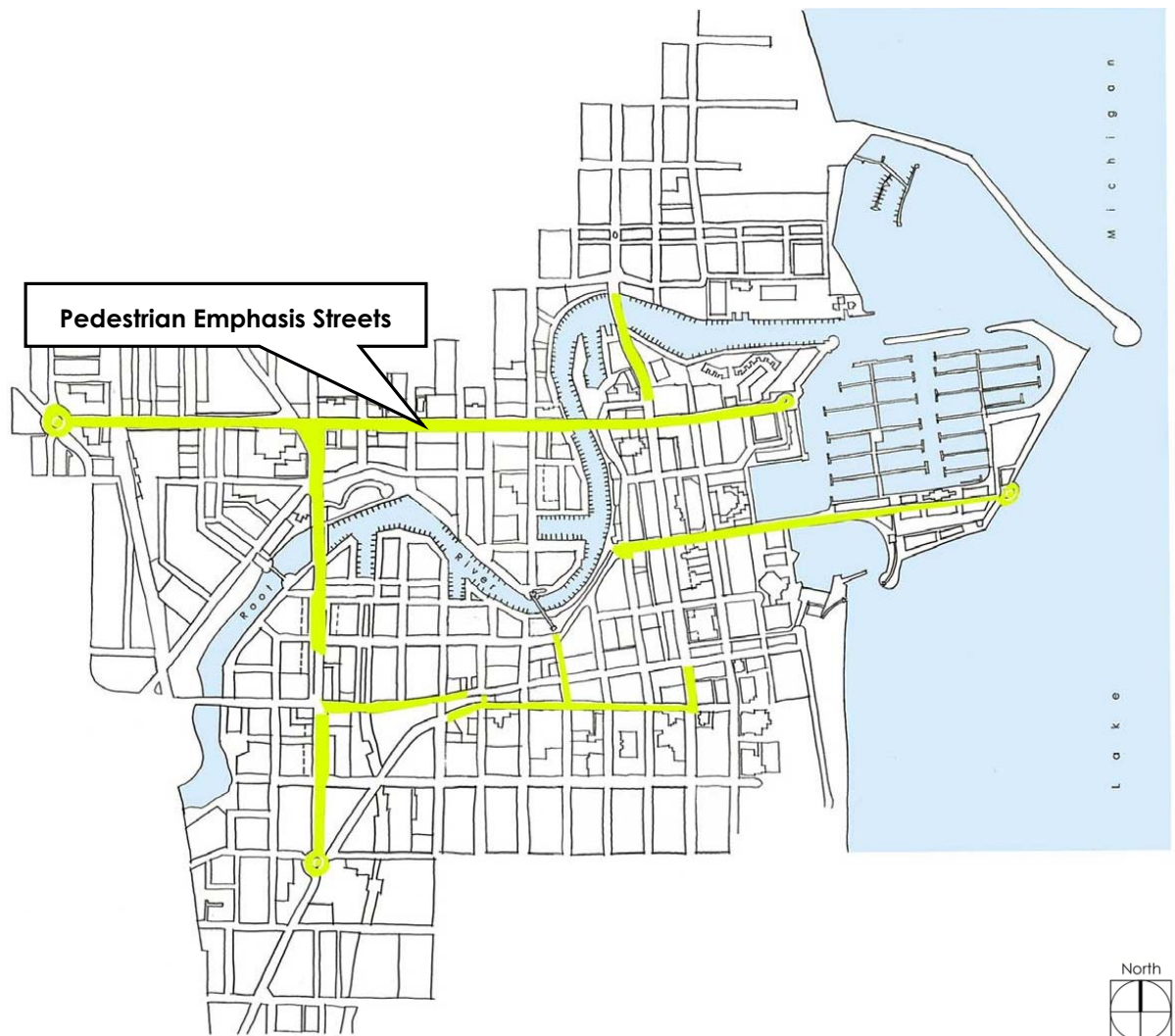
The pedestrian emphasis streets are intended to provide an organized and connected downtown pedestrian loop. This pedestrian-friendly loop is augmented by both primary retail and secondary retail streets as well, each of which are by definition pedestrian in their emphasis.

The pedestrian emphasis streets will:

- Help create community.
- Be physically comfortable and safe.
- Symbolize the area's people and history.
- Be memorable to visitors and residents alike.
- Be joyful yet utilitarian.
- Have "magic."

The pedestrian streets should:

- Effectively separate pedestrians and autos.
- Include well-designed paving, street furniture and lighting.
- Have a clear beginning and end.



Public Realm Framework: Pedestrian Emphasis Streets

State Street

State Street is envisioned as both an inviting green entry into the downtown core and a desirable office location for a variety of employment types and supporting uses.

Featured Improvements

Design improvements for State Street would extend from Memorial Boulevard to Main Street.

Improvements would:

- Follow a “green boulevard” design theme, including enhanced walkways, bicycle lanes, special lighting and other street beautification measures.
- Foster development of family-wage office employment uses and other employment uses along State Street.
- Encourage reuse and redevelopment of historic buildings fronting State Street by improving the sidewalks and maintaining on-street parking adjacent to those buildings.
- Provide a gateway entry into downtown at Memorial Drive and State Street while improving auto and pedestrian access at the intersection.
- Accommodate future streetcar tracks.
- Provide safe access to Garfield School and other attractors such as churches and parks.



State Street From Above Memorial Drive



State Street/Green Boulevard Plan

Commuter Rail and Transit Station

A Front Door to the Region

A commuter rail line proposed to stop in Racine at the new transit station at State Street will be one of the most important economic development tools available for the downtown. The commuter line will:

- Provide regional connections to Chicago and Milwaukee.
- Tap the existing regional market that includes both Chicago and Milwaukee.
- Act as a “marketing tool,” increasing the exposure of downtown Racine to the regional market and its potential new residents, businesses, workers and visitors.
- Not preclude connecting to the proposed downtown streetcar loop.

Transit Station Design

The design of the transit station currently provides for future construction of both commuter train platform and ticketing facilities.

Additional provisions should include:

- Adequate park and ride facilities to accommodate the future vision for growth in the downtown.
- Potential expansion of platform, ticketing and other related facilities.



Colorado Railcar - diesel multiple unit for commuter rail



Public Realm Diagram: Commuter Rail and Transit Station

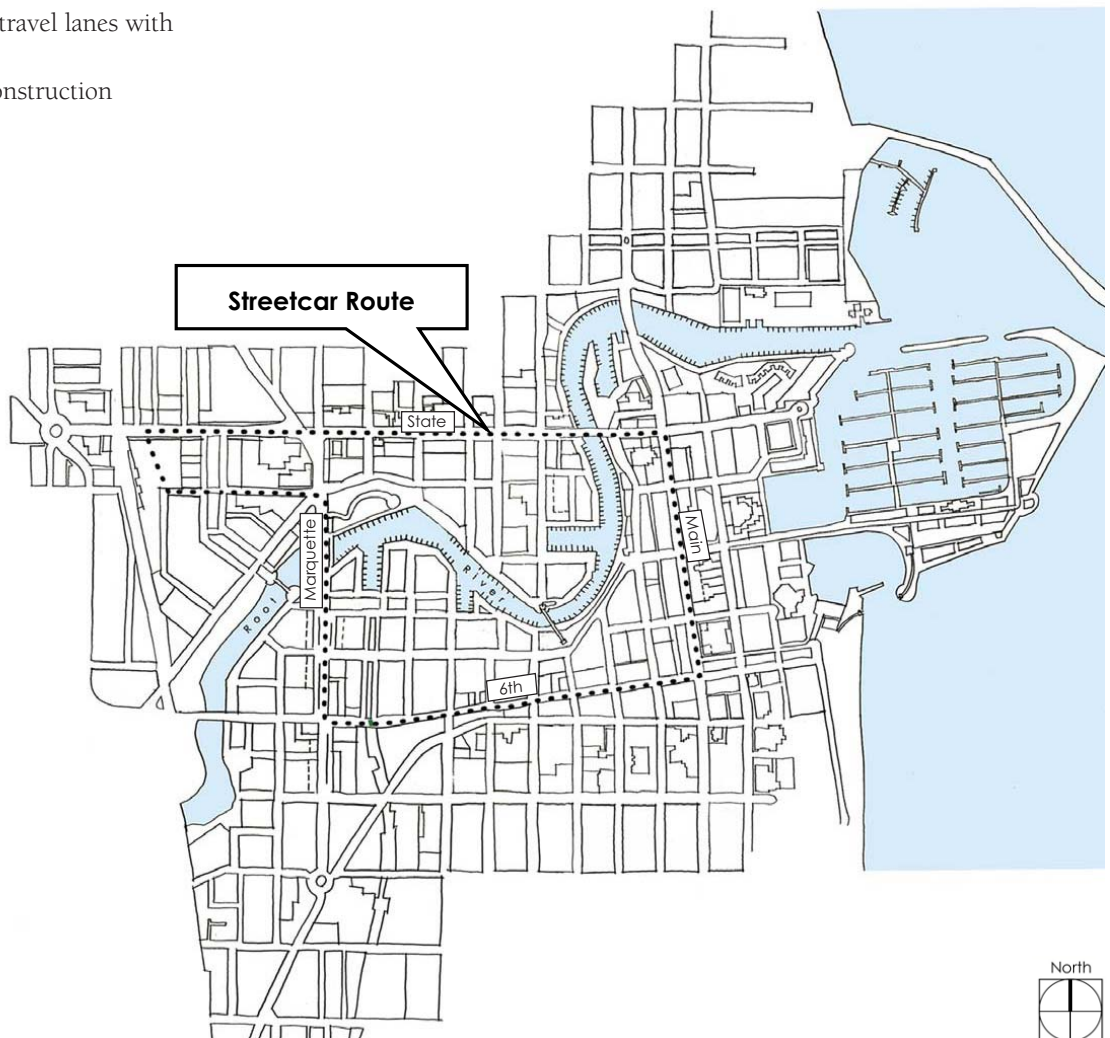
Streetcar

The proposed streetcar line would link transportation and development and benefit downtown activity and vitality. The streetcar line would provide:

- A two-mile loop with 12 proposed stops.
- A link to regional commuter rail at the proposed transit center on State Street.
- Local connections to and through downtown - north/south, east/west and across the river.
- High quality, dependable transit.
- Higher transit capacity.
- A catalyst for development.
- A tourist attraction in and of itself.
- A modern look – no faux “historic” trolleys.
- The ability to share travel lanes with auto traffic.
- The possibility of construction phasing.



Streetcar



Off-Street Pedestrian/Bicycle Trail

The off-street pedestrian/bicycle trails will serve as an amenity for existing and future downtown residents and provide a variety of “green” connections to:

- Downtown and its retail core.
- Other parts of the Racine region.
- Existing off-street ped/bike trails.
- Lakefront and riverside open spaces.

The off-street trail will be:

- A link to transit.
- A recreational route.

A Two-Part System

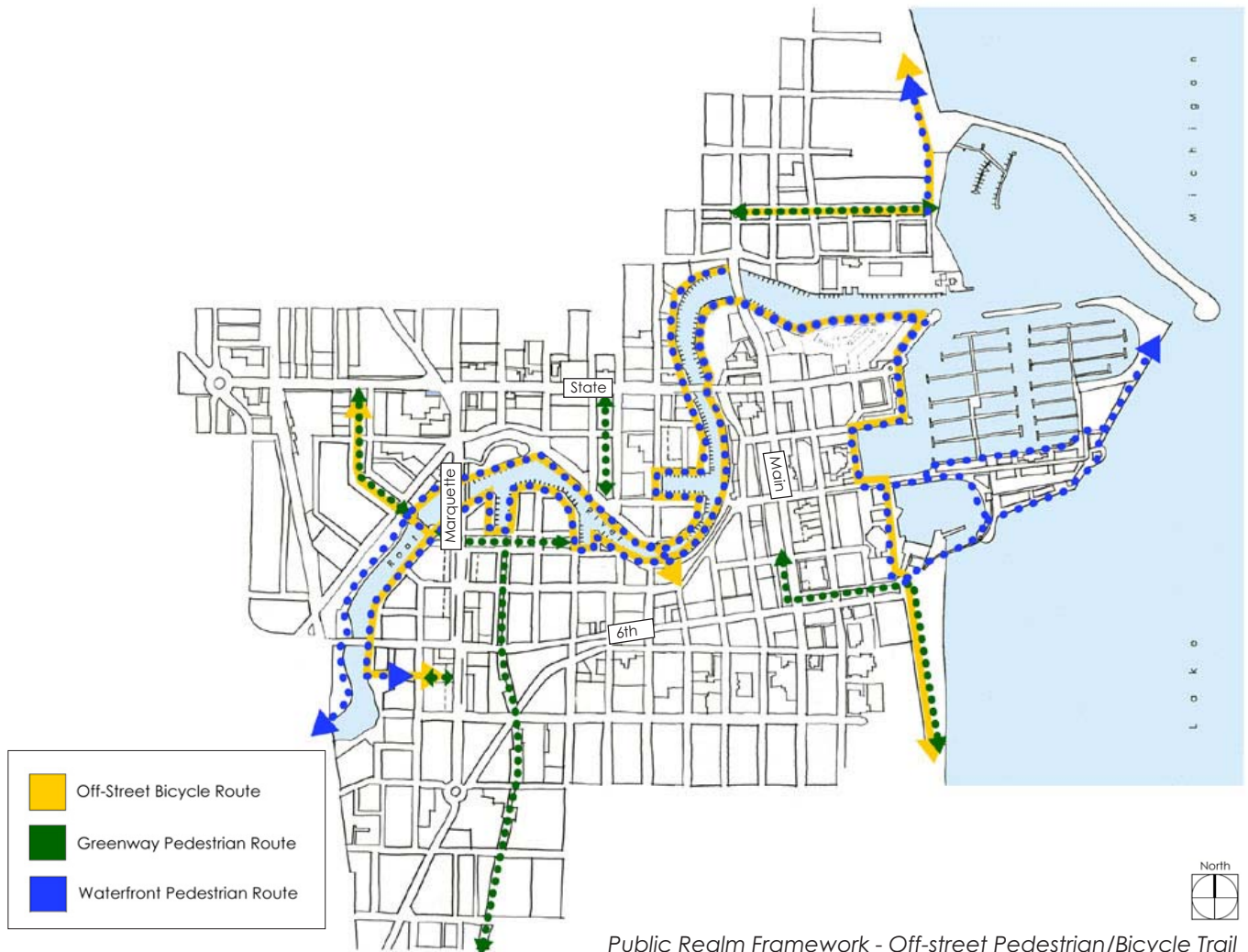
In addition, the off-street ped/bike trail will allow appropriate separation between pedestrians and bicycles by providing a “two-part” system.

The pedestrian system will include:

- Walkway through the green “park blocks.”
- “Riverwalks” for access to and along the Root River.
- Possible sidewalks.
- Landscaping, bollards, etc. to provide physical separation from bikeway.

The bicycle system will:

- Supplement the primary regional bike route. It will not replace it or be an extension of the primary regional route.
- Provide areas for short-term and long-term bicycle storage facilities – lockers, bike racks, etc.



Public Realm Framework - Off-street Pedestrian/Bicycle Trail

Parks and Open Space

Parks are an essential element in creating a successful downtown. Designed correctly, they can create a setting for reinvestment while improving the livability of the community not only for those living or working downtown, but also for neighbors and visitors.

The parks framework describes a collection of open spaces that:

- Are for public use.
- Are sited as a focus of activity and development, not leftover space.
- Are adaptable for a variety of activities, both active and passive.
- Can incorporate sustainable practices where appropriate.
- Are safe both day and night.
- When coupled with the off-street pedestrian/bicycle system, provide green off-street access to downtown attractors.

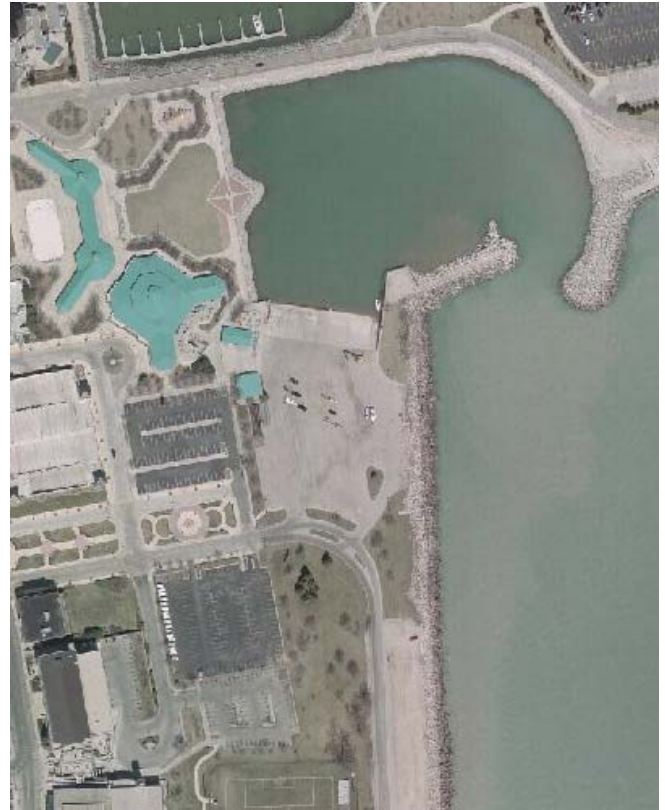


Festival Park

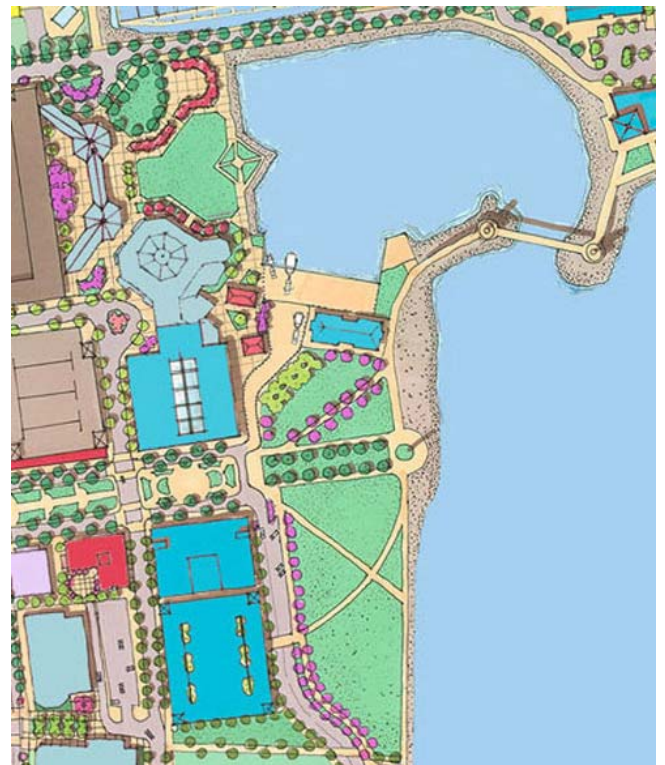
Construction of the Sam Johnson Parkway and Park Blocks has established an inviting visual and pedestrian linkage from Main Street toward Lake Michigan that was not present before the completion of the 1999 plan. To complete the linkage, construction of a new Festival Park at the location of the current parking lot adjacent to Festival Hall is proposed.

The park would:

- Require the relocation and/or integration of boating facilities at Festival Lagoon.
- Require the relocation of boat trailer parking.
- Provide flexible and open greenspace, a festival atmosphere and room for public assembly and recreation.
- Provide pedestrian connections to civic/cultural uses – museum, library, Memorial Hall and Festival Hall.
- Provide connections to recently completed Pershing Park pathway.
- Include a new pedestrian bridge linking the park to facilities adjacent to the Racine Marina.



Existing Parking Lots and Lagoon



Festival Park/Racine Festival Lagoon

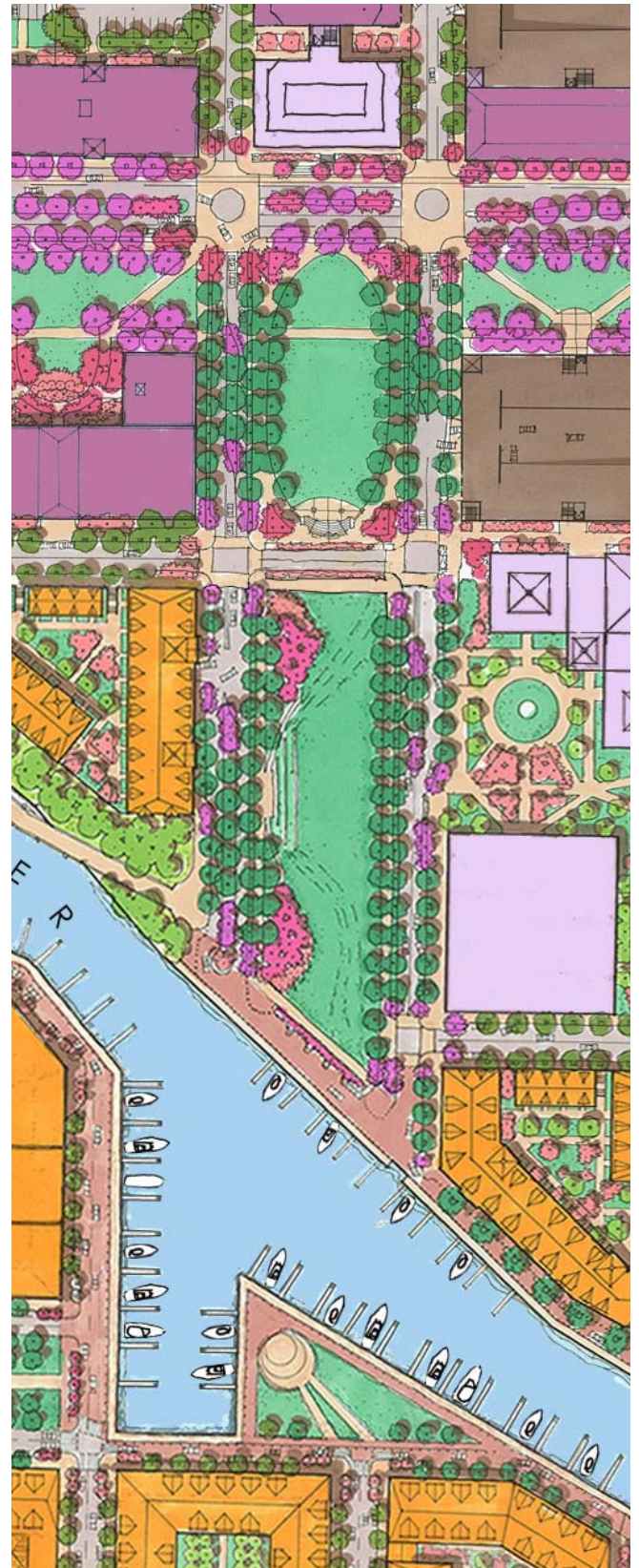
Park Blocks

Park block open spaces are proposed for redevelopment areas that generally have a housing emphasis. The park blocks should:

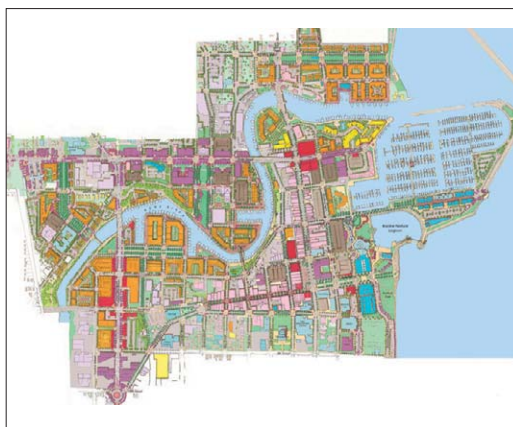
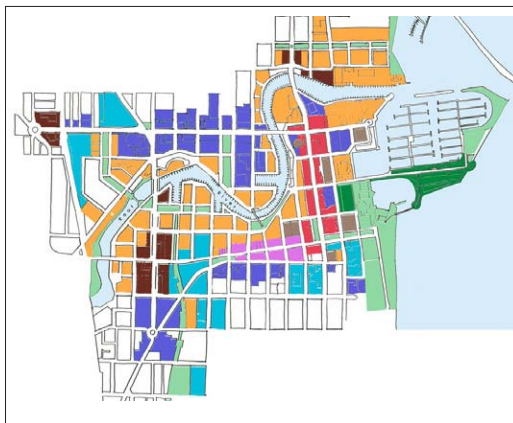
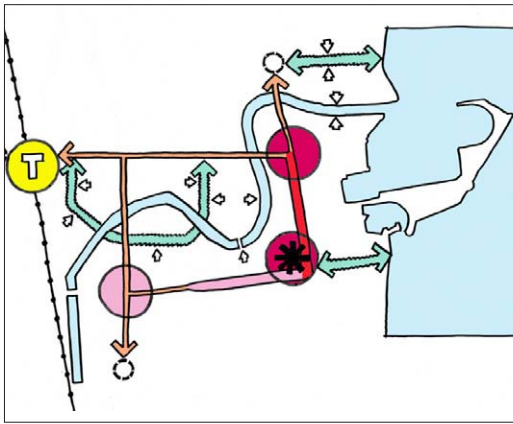
- Provide a focus and amenity for development.
- Be bracketed by public streets.
- Connect directly to either the Root River or Lake Michigan.
- Include off-street pedestrian/bicycle trails.
- Be continuous – they should not be interrupted by development blocks.



Park Blocks - Case New Holland Perspective



Park Blocks - Case New Holland Plan



Land Use Framework

Overview

The Land Use Framework is an assembly of distinct and varied districts that create a unified and coherent whole – a place where people will want to live, work, shop and play.

Economic Viability

The Land Use Framework responds to the following essential requirements:

- Development sites must respond to proven fundamental real estate needs for housing, employment, retail and parking.
- All development should be transit- and pedestrian-oriented.

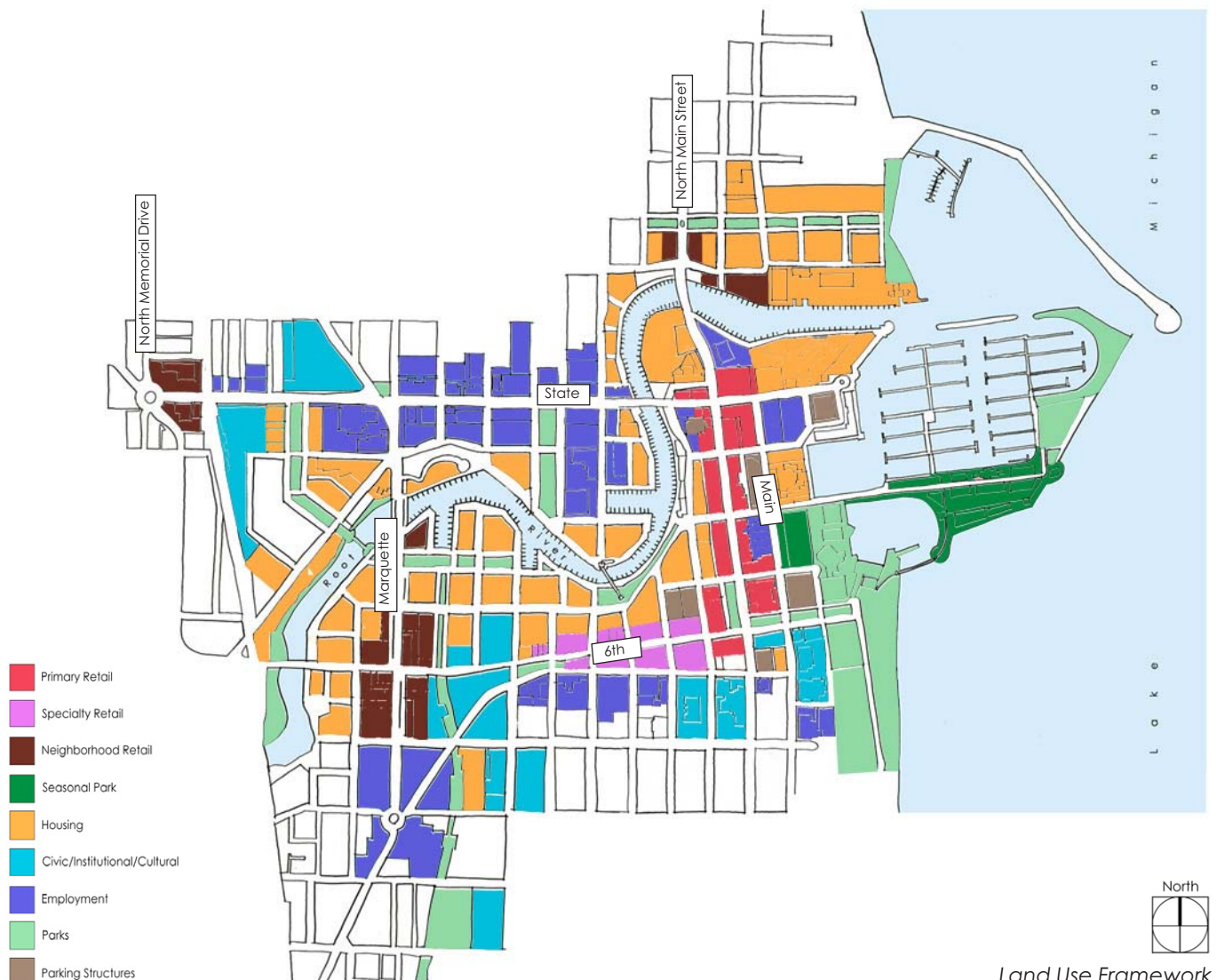
- Development should consider opportunities for incorporating sustainable design and construction practices.
- Downtown historic buildings should be preserved and renovated wherever possible.

Long Range Plan

This framework is not a regulatory document on its own; to have a full and binding regulatory effect, adjustments to regulating policies and ordinances may be required.

In some cases, new uses are identified for parcels that already have another viable use. Where this occurs:

- Existing businesses, property owners or tenants will be allowed to remain as long as they wish.
- Existing uses and structures designated as open space may continue to operate until acquired by a public entity or transferred to public use by easement, dedication or other means.



Retail

Retail Revitalization

In the past, downtown retail main streets served as the historic centers of communities. Today, they have been supplanted by shopping malls, power centers and most recently, lifestyle centers. With this in mind, downtown retail is often the most complex and difficult land use to reestablish.

Recipe for Success

Too often, suburban retail areas have strategic market, physical and management advantages over downtown locations. The retail framework overcomes these advantages

by building upon downtown Racine's unique qualities, including:

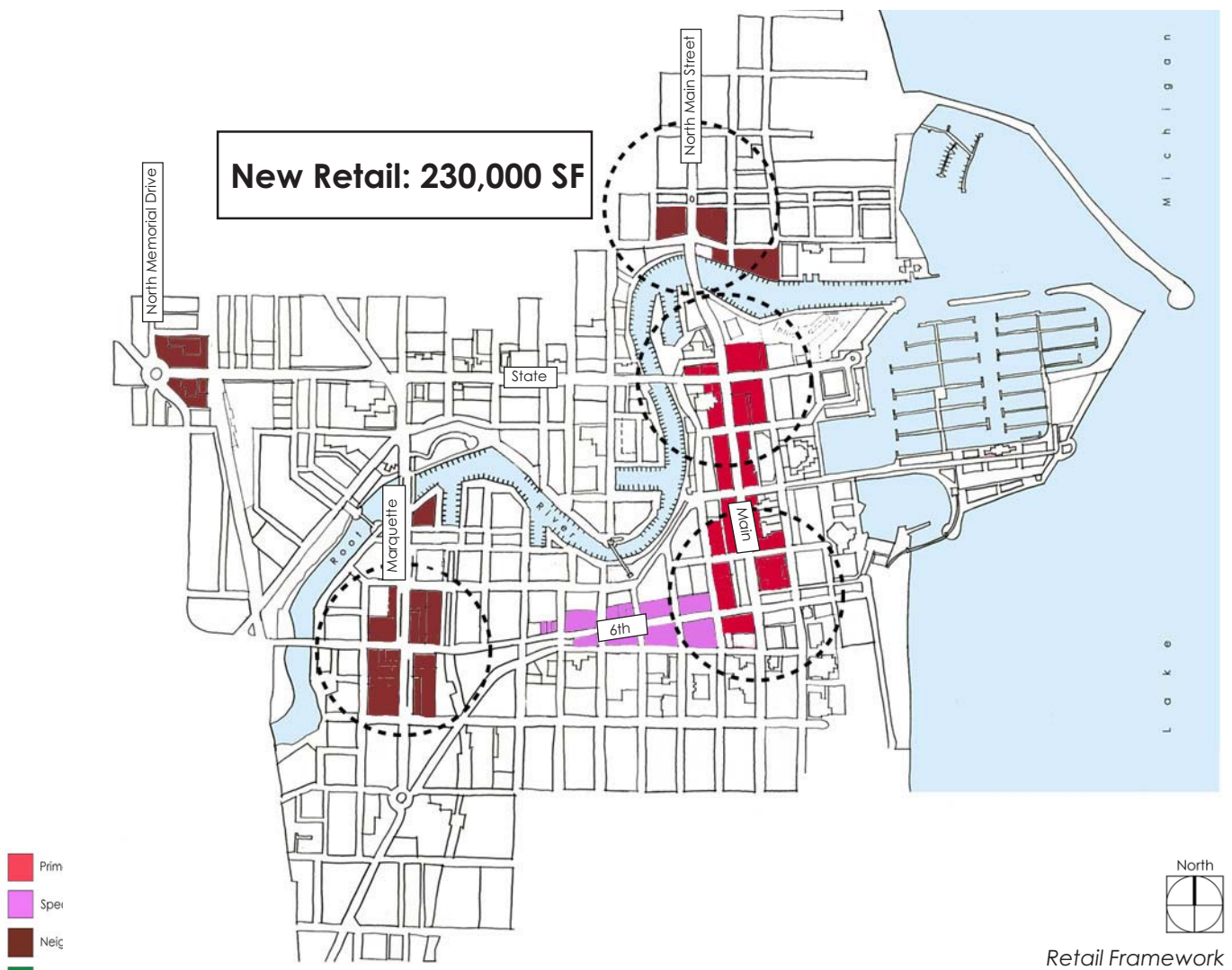
- Existing infrastructure of rich, historic building fabric.
- Adjacent residential neighborhoods, downtown employees and cultural attractors.
- On-going promotion and marketing by the DRC and other business advocacy organizations.

Retail Hierarchy

The retail framework responds to current and future market demand and creates a primary retail zone and secondary retail zone. The secondary retail zone is divided into specialty and neighborhood retail.

Each retail zone is:

- *Compact and walkable* – extending no more than 1/8 mile in length.
- *Street-oriented and active* – retail uses activating ground floors of buildings on both sides of streets.
- *Served by adequate parking* – especially on-street parking.
- *Highly visible* – exposed to high volumes of drive-by traffic that ensure retail viability at a minimum of 8,000 trips a day.



Primary Retail

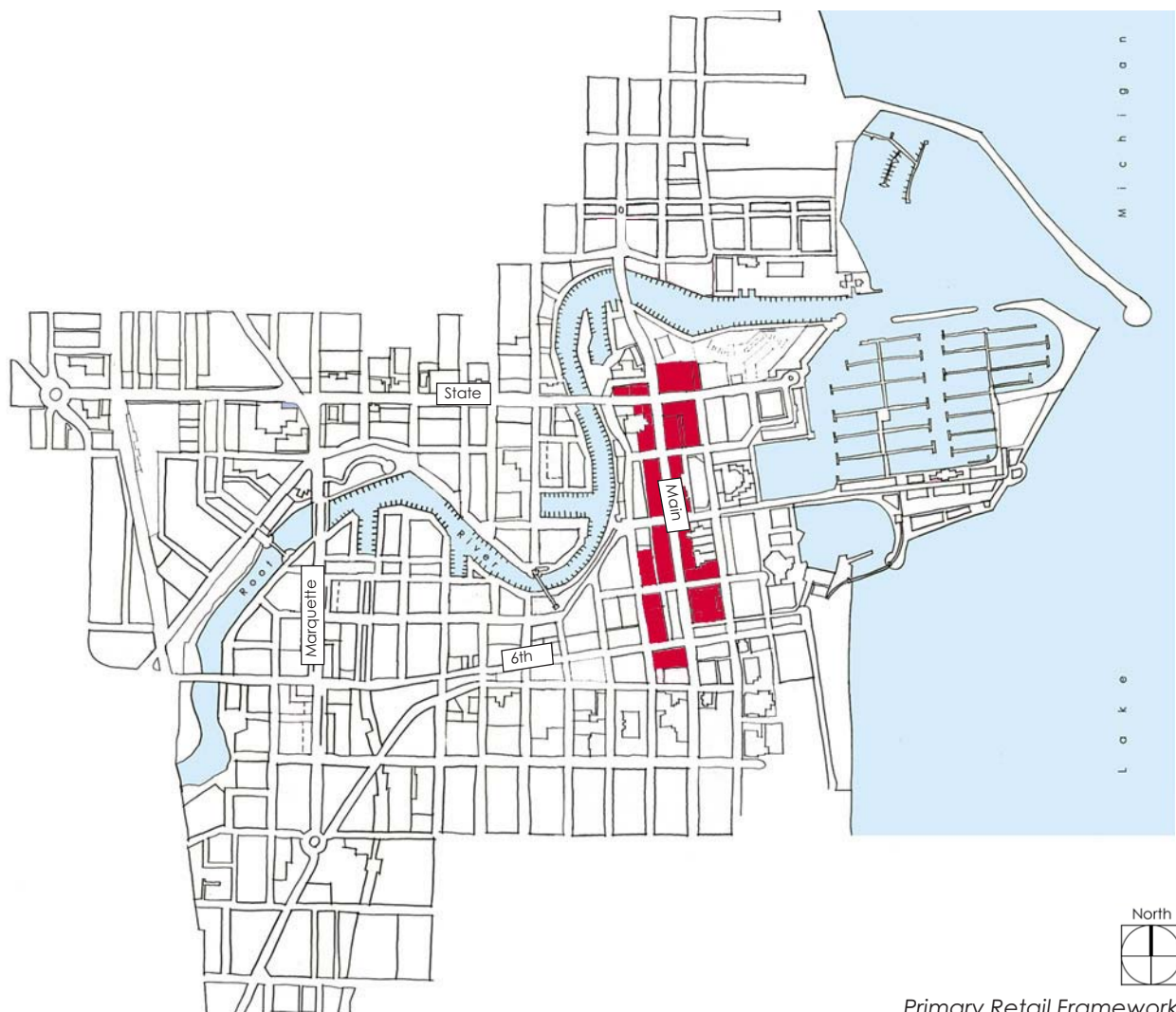
Historically, Main Street has served as the primary retail street for the Racine region. Recent improvements to the street and renovation of existing buildings have created retail momentum. Yet, considerable work needs to be completed to strengthen the retail environment.

Retail Vitality

The land use framework establishes Main Street as the primary retail street – from Monument Square to the south and State Street to the north.

To maintain the retail momentum that has occurred on Main Street, its function as Racine's primary retail street needs to be enhanced by:

- Encouraging anchor retail to the north at the intersection of State and Main and to the south at Monument Square. Anchor uses could include a multi-screen cinema or large retail space (floor plate 30,000 SF +/-); either would generate the substantial foot traffic needed to activate this core retail district.
- Developing a full-service grocery store that does not adversely compete with the existing Century Market on 6th Street.
- Supporting retail uses by developing a new “shopper-friendly” parking structure.
- Developing active storefronts that are open and inviting, and uninterrupted by incompatible uses at the ground floor.



Primary Retail Framework

Specialty Retail

Racine's speciality retail will be located along 6th Street from Monument Square to City Hall.

6th Street will serve as the focus for pedestrian-oriented arts, gallery, restaurant and entertainment uses with an emphasis on locally-owned and operated retail shops and commercial businesses.

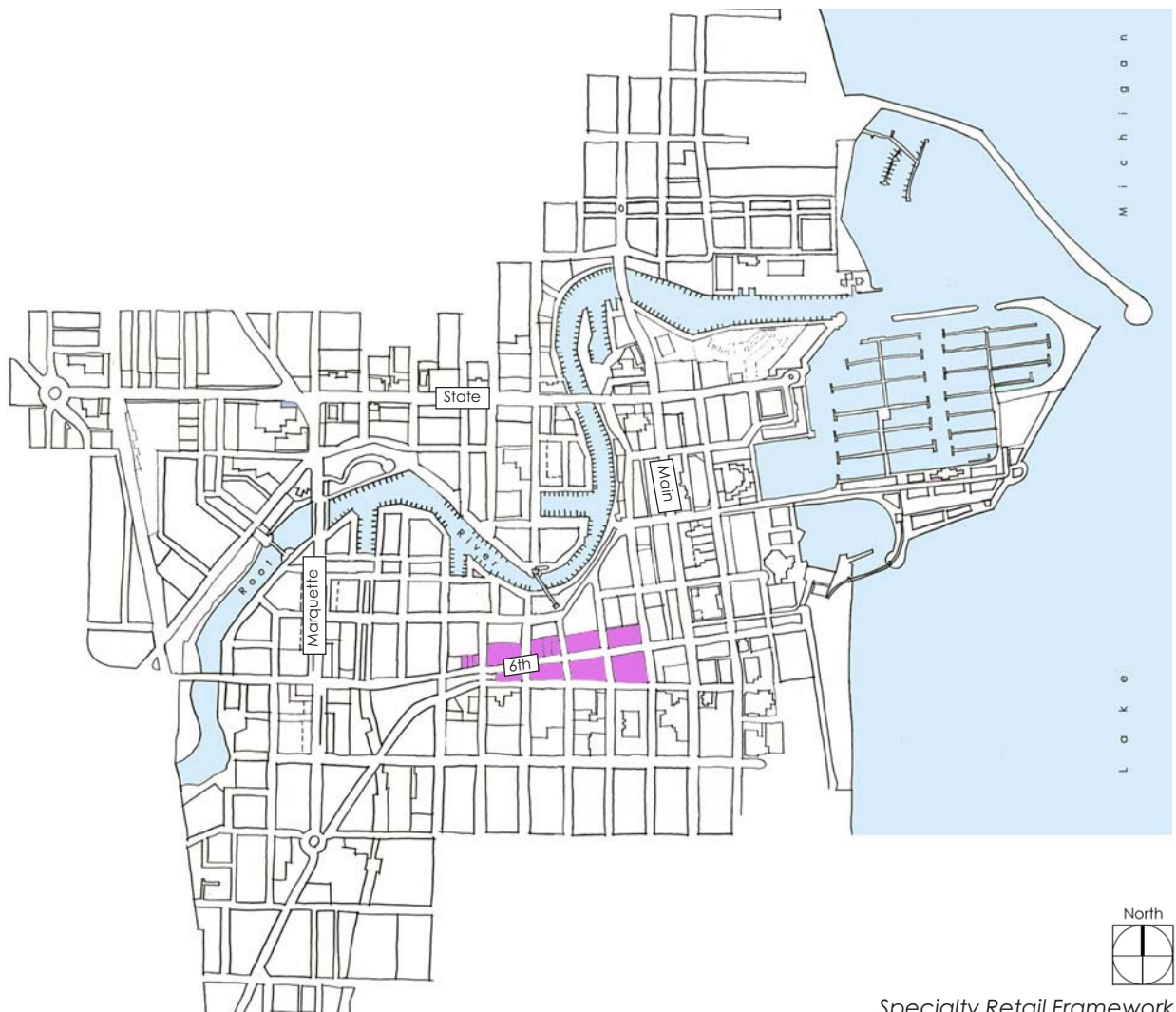
Eclectic Character

While it is imperative that Main Street, as Racine's primary retail street, include only retail uses at the ground floor, 6th Street need not adhere to such a strict

discipline of "retail presentation." Uses that are complementary to retail will be acceptable at the ground floor on 6th Street.

The "specialty" function of the street will allow:

- Exuberant design of storefronts where appropriate.
- Preservation and renovation of existing buildings.
- Infill of parking lots.



Specialty Retail Framework

Neighborhood Retail

Three downtown areas have been identified for neighborhood retail development:

1. Marquette and 6th Street Anchor.

This area is intended to provide a major mixed-use anchor retail development and neighborhood service uses required by adjacent existing and proposed residential buildings, including renovation of the Badger Uniforms building. The retail development should include:

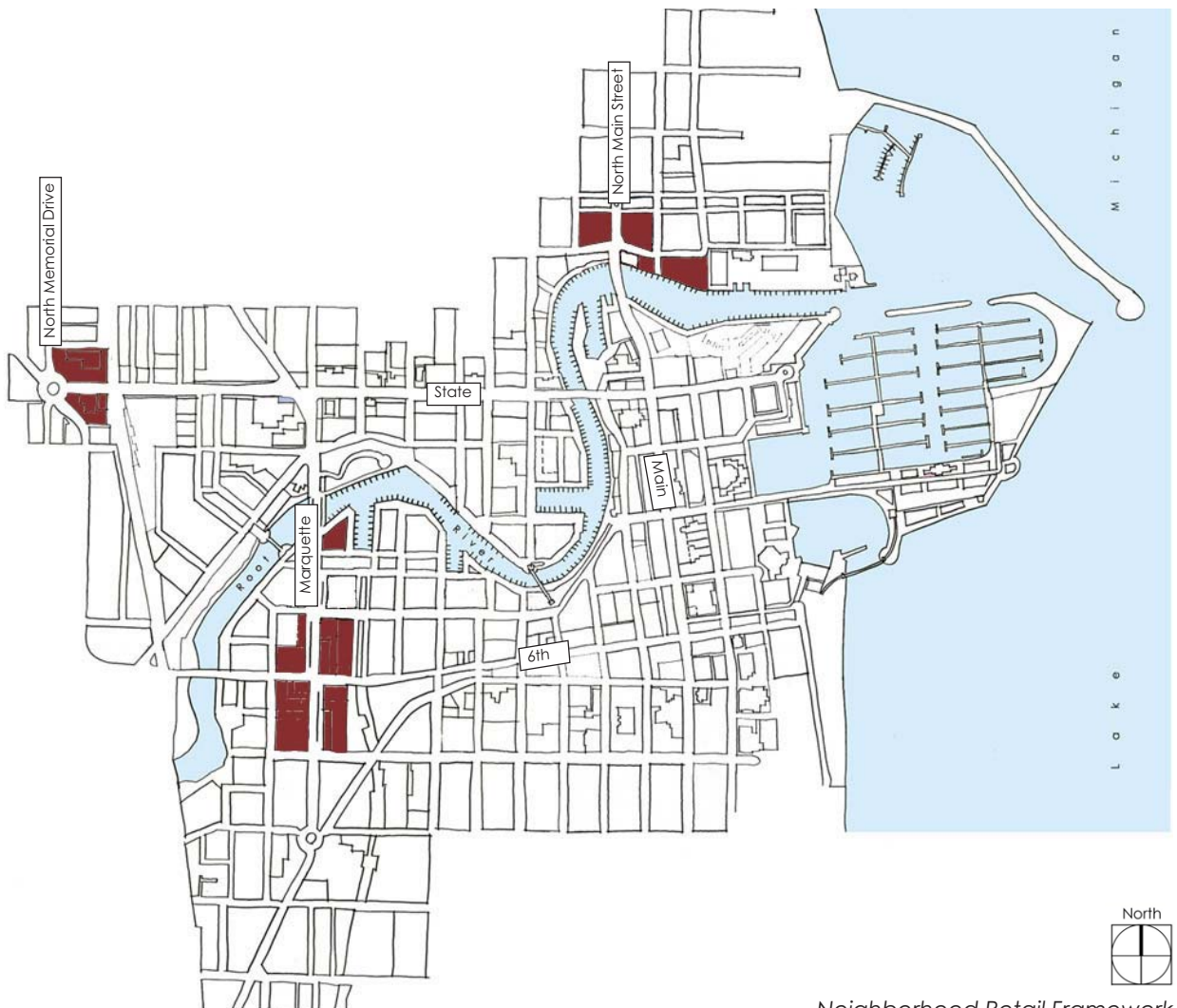
- A large floor plate (30,000 SF).
- Retail storefronts that are oriented to Marquette Street – the newly designed pedestrian-friendly “boulevard.”

- A large parking structure incorporated into the development to serve retail tenants.

2. North Main Street.

Neighborhood retail along North Main Street will be located at the ground floor of proposed mixed-use residential buildings.

- ### 3. Memorial Drive/Transit Center.
- Retail development in this area will reinforce existing neighborhood services by providing additional neighborhood and transit-oriented services.



Neighborhood Retail Framework

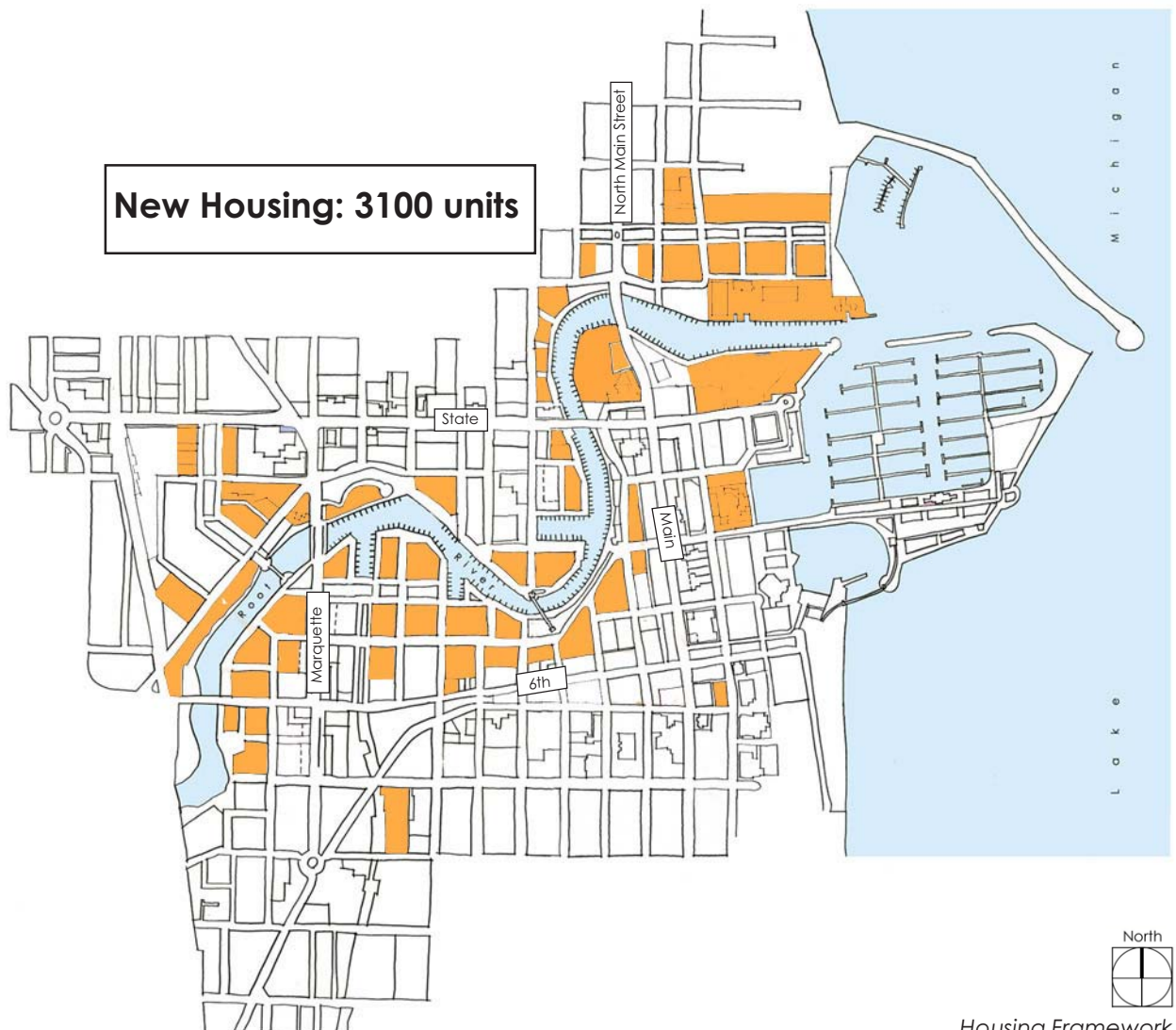
Housing

Across the country, urban living has grown in popularity. People ranging from “empty-nester” adults to young, recent college graduates are flocking to housing in downtowns as a viable alternative to sprawling, placeless suburbs. Downtown Racine is fortunate to have the character, development sites, buildings and attractors that draw these people.

The downtown housing framework identifies the sites where people will want to live.

The framework:

- Maximizes limited parcel opportunities by requiring high-density development on all but a few select sites.
- Reuses and renovates historic buildings where possible.
- Includes the construction of new park and marina amenities as an essential piece to attracting market-rate housing.
- Links housing directly to downtown retail, service, art and cultural institutions so that residents and businesses mutually benefit from their close proximity.



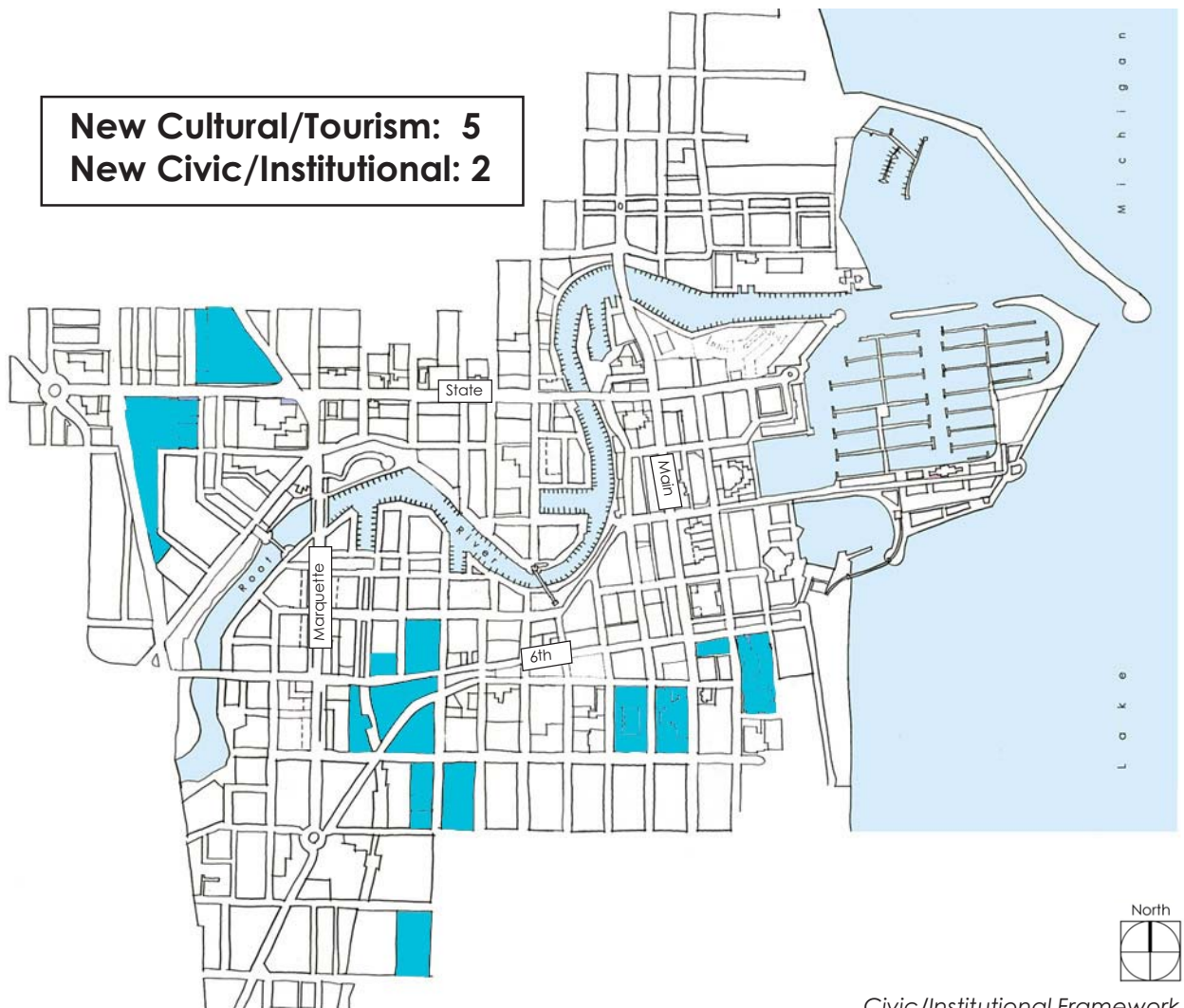
Housing Framework

Civic/Institutional/Cultural

Civic and institutional uses are important in keeping the downtown healthy. They provide essential jobs, draw visitors and workers to shop at the retail businesses, use local services, and attract residents who understand the value and convenience of living near such attractors.

The Civic/Institutional Framework:

- Includes transit facilities, school and government buildings and art museums as well as related uses such as hotels.
- Maintains the essential government “campus” at City Hall and the County Building and provides for future campus expansion.
- Provides sites for future museums and a convention center headquarters hotel.



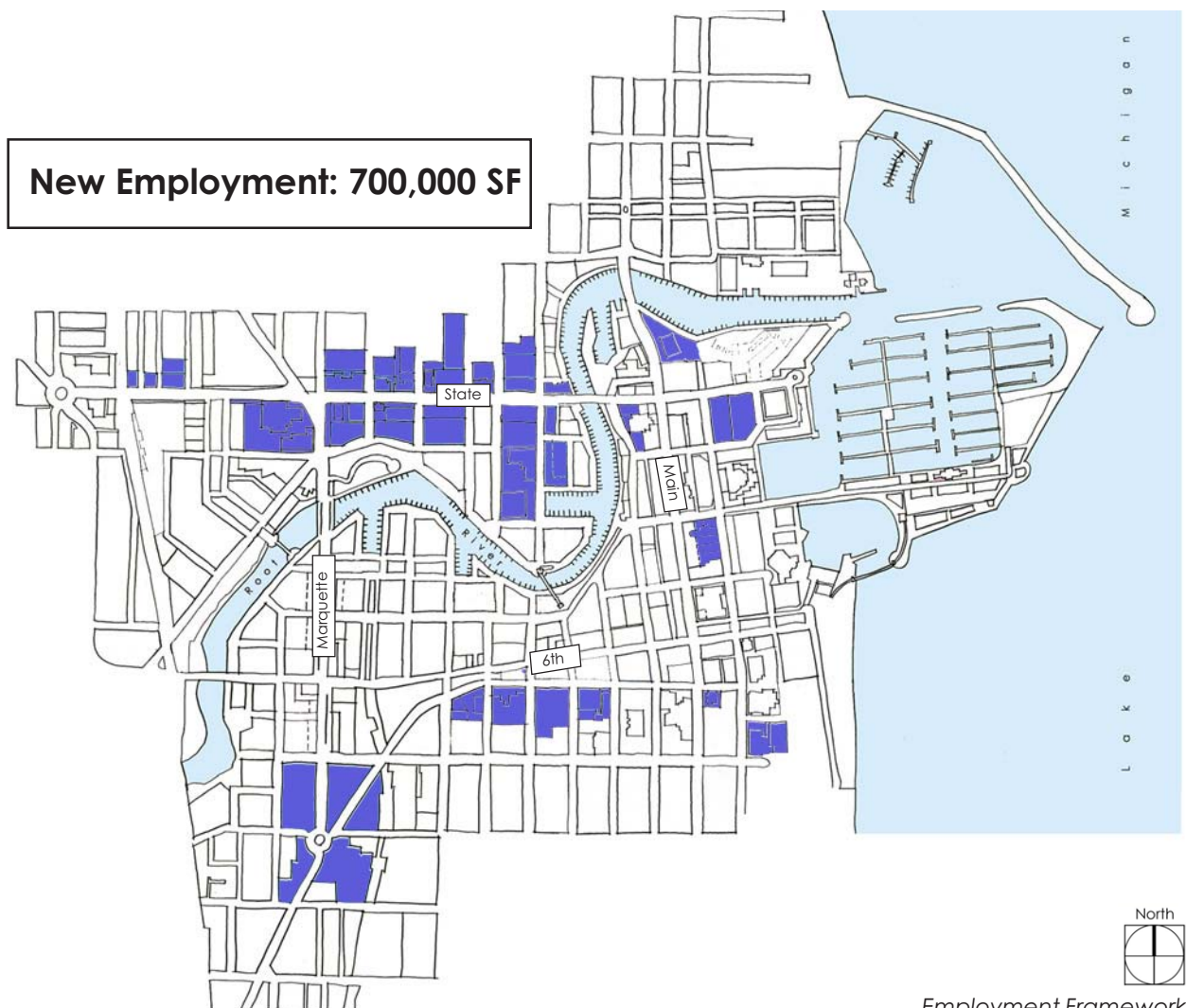
Civic/Institutional Framework

Employment

Traditional employment patterns continue to change and evolve around the country and in Racine in particular. The employment framework strives to strike a balance between providing and maintaining traditional employment sites while anticipating changing job markets and business needs for buildings, sites and technology.

The employment framework:

- Is “fine grained” and integrated into the urban fabric of downtown streets and buildings.
- Is linked by transit and within walking distance to retail and business services.
- Provides sites for traditional office development with desirable locations, access and adequate areas for parking.
- Promotes home-occupation or live-work job creation within existing, renovated or new mixed-use buildings.
- Provides opportunities for emerging small businesses within existing renovated or new mixed-use buildings.



Employment Framework

Open Space

To attract new development, it will be essential to create new open space near downtown and maximize the use of existing open space and waterways, such as the Root River and Racine Harbor.

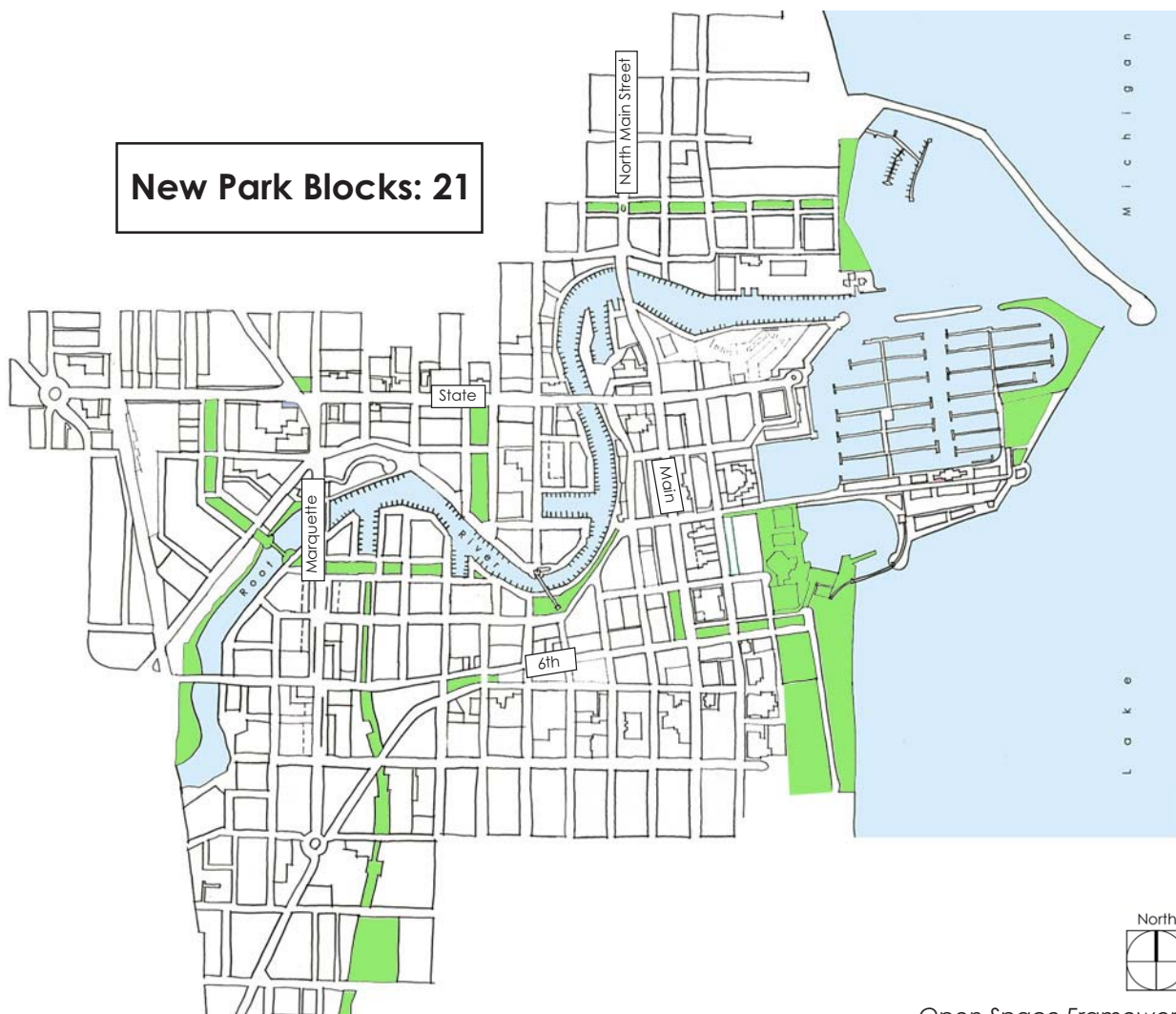
Catalyst for Change

The 2002 construction of the park blocks adjacent to Sam Johnson Parkway provided a catalyst for the development of the Johnson Building, Racine Art Museum and numerous renovations of existing buildings along Main Street. The open space framework identifies a variety of greenways, parks and waterway improvements that will spark similar development.

The framework:

- Celebrates and maximizes exposure to Racine's natural resource features, including Lake Michigan and the Root River.
- Provides a continuous system of linked open spaces that organize and provide a focus for new development.
- Accommodates a variety of activities and uses.
- Provides green connections to major attractors.
- Links adjacent neighborhoods.

Open space should be publicly owned and maintained or provide public access and use.



Open Space Framework

Districts

Downtown Racine includes seven established and emerging district planning areas, each with its own particular physical characteristics, history and uses. While they all are located in downtown Racine, they present various development opportunities.

A Coherent Downtown

The goal of the downtown plan is to secure the health of existing viable uses, maximize the redevelopment potential of all areas and enable each individual area to maintain or develop a distinct identity while together creating a coherent downtown.

The districts were created by:

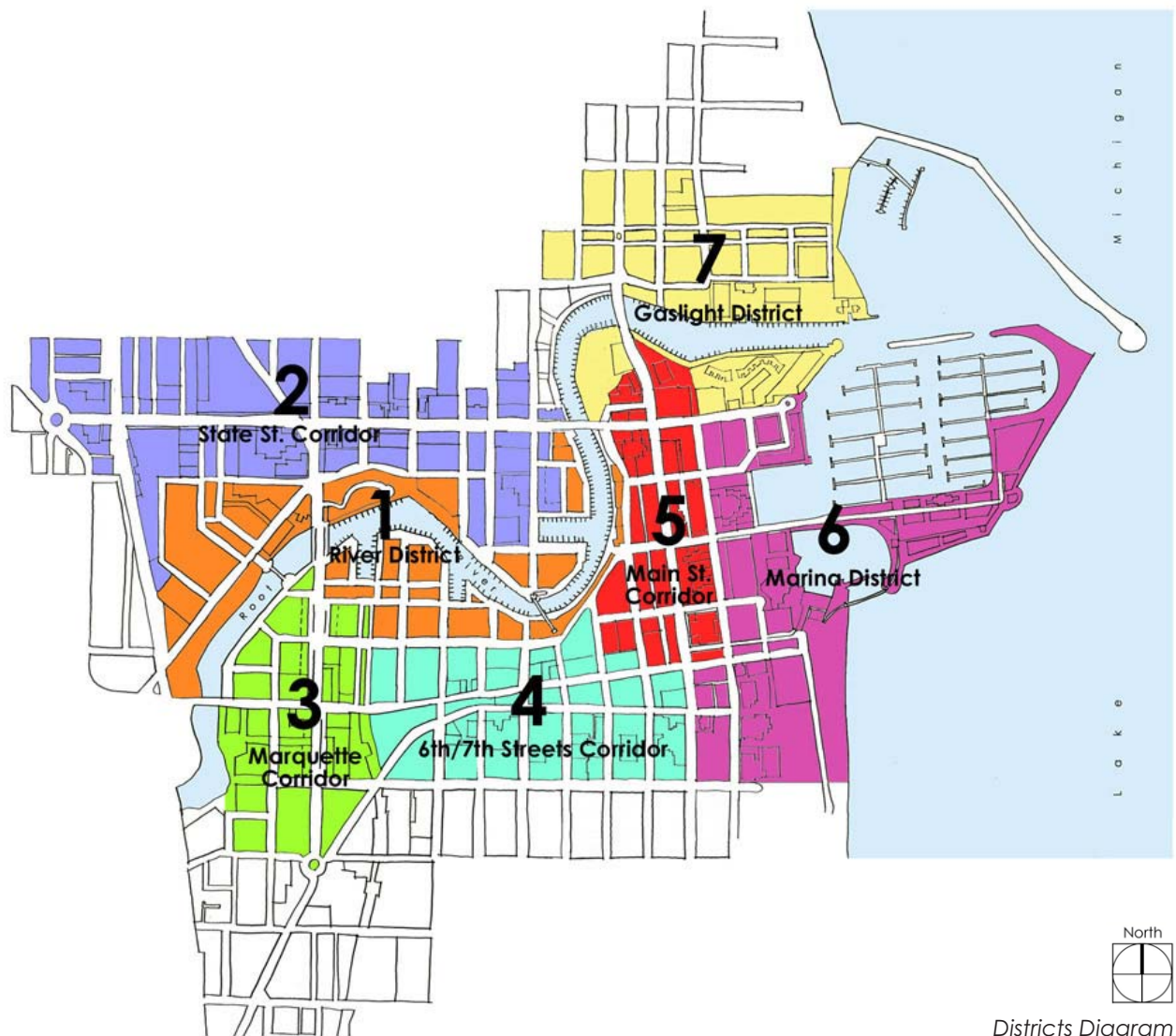
- Assembling complementary existing and proposed uses.
- Considering physical, social, functional and cultural attributes.

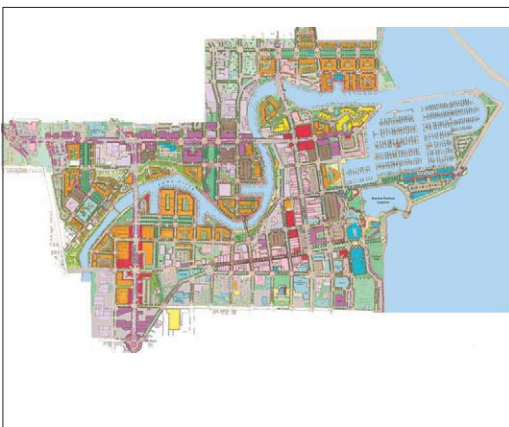
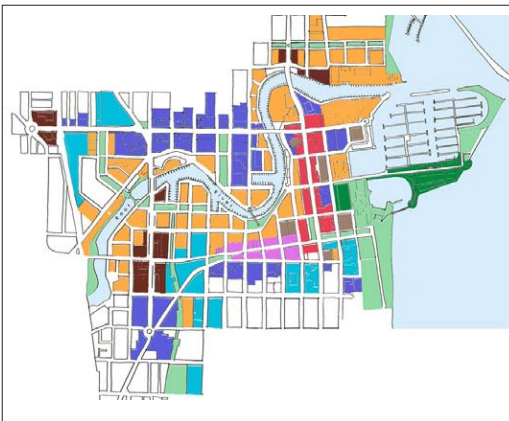
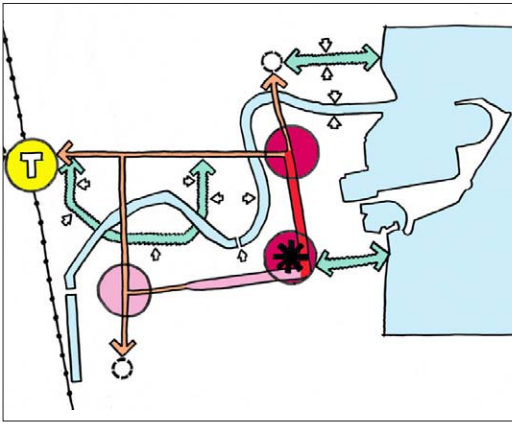
The development of individual districts is intended to:

- Create fully functional mixed-use neighborhoods.
- Position each district to capture and maximize market niches without creating polarized or competing districts.
- Maximize exposure to amenities and infrastructure improvements as a focus for development.

Design Guidelines & Standards

The distinctive character of the seven districts is further elaborated on in both the Downtown Design Guidelines and the Downtown Design Standards. These documents describe how land uses within each district should respond to physical, historic, social and cultural conditions.





Implementation

Overview

The Racine Downtown Plan provides an ambitious strategy for growing and strengthening downtown Racine. While many plans and visions for growth have been created over the years, this plan shares a common trait with the successful 1999 development plan – it prescribes a realistic and timely strategy for positive change.

It is important to seize the opportunity to honor the tremendous commitment, time and energy that citizens, business people and agency staff have devoted to the creation of this plan.

This implementation strategy is founded on the principle that public dollars must be spent on projects that will leverage significant private investment and spark widespread and sustainable reinvestment in the downtown.

The implementation strategy includes five actions:

1. Organization
2. Retail Revitalization Strategy
3. Catalyst and Other Projects
4. Policies, Regulations and Guidelines
5. Implementation Schedule



Park Blocks Before



Park Blocks Implemented

Organization

Implementation of this plan will require focused and aggressive efforts by the public and private sectors over the coming years. For this plan to be successful, a comprehensive, consistent and coordinated effort will be required.

Managing Implementation

Downtown Racine has successfully addressed the issue of revitalization during the past decade and no major overhaul to the existing system is warranted. The key entities may need to take on new responsibilities.

City of Racine

- Develops and implements Urban Renewal activities, such as attracting developers, assisting in site assembly and review and approving development plans.
- Constructs public infrastructure and amenities.
- Provides public parking in the downtown in accordance with demand buildup or as an incentive to induce private development.
- Administers loan and grant programs contributing to downtown revitalization.
- Participates in retail recruitment outreach and marketing programs.

Downtown Racine Corporation

- Provides an education curriculum for downtown businesses in the areas of advertising, customer service, marketing and visual merchandising.
- Provides information on available small business loan and grant programs.
- Develops information on the downtown area, including specific information on retail buildings and spaces.
- Creates an effective leasing brochure for the downtown.
- Participates in retail recruitment outreach and marketing programs.

Property Owners

- Focus on building renovations and tenant upgrades by taking advantage of available loan and grant programs.
- Continue to support the implementation of Downtown Plan.
- Provide the information required to create an effective leasing brochure for the downtown.
- Participates in retail recruitment outreach and marketing programs.



Retail Revitalization Strategy

The retail revitalization strategy includes implementation actions designed to accelerate the revitalization of downtown Racine based on market analysis findings and design concepts. The strategy is detailed in the report entitled *Downtown Racine Retail and Entertainment Strategy*, prepared by Economics Research Associates.

The document includes:

- Conditions affecting retail success.
- Strategies for recruitment of retail anchor tenants.
- Strategies for recruitment of smaller storefront tenants.
- Tactical approaches to retail implementation.

The report notes that “One of Downtown Racine’s strengths is the number of local retailers,” and that “these businesses should be nurtured rather than displaced by chain stores that can be found anywhere in the country.”

Recommended actions include recruiting more restaurants, specialty shops and galleries as well as everyday neighborhood businesses such as a stationery store and laundromat. Downtown is expected to be able to support approximately 180,000 SF of new retail space by 2025.

Key development projects identified include a new parking ramp at 5th Street and Wisconsin Avenue to serve retail in the downtown retail core, as well as a new “five- to six-screen specialty cinema theater.”

Creation of an organization offering development incentives is also suggested; its funding would be through philanthropic support, to catalyze private development in downtown through such means as revolving loans at lower-than-market rates and matching funds for downtown projects.



Main Street - Primary Retail Street

Catalyst and Other Projects

New projects are located throughout downtown. Of the 27 projects identified, 18 were targeted as “catalysts” based on the following considerations:

- Ability to stimulate new development.
- Ability to attract significant numbers of people to the downtown.

The catalyst and other projects are located on the adjacent graphic. They include 11 “top priority” projects, which:

- Make use of time-sensitive funding opportunities.
- Need to meet time-sensitive construction schedules.

Top priority catalyst projects are highlighted in **bold** text on the list at right and further detailed on the pages that follow in this section.

● **Catalyst Projects** ○ **Other Projects**
(Priority Catalyst Projects are in **bold**)

- | | |
|--|--|
| 1 State & Main Retail/Mixed Use | 15 Condos/Townhouses/Small Lot Single Family |
| 2 Retail/Mixed Use or Cinema | 16 Park Blocks |
| 3 Cinema | 17 Multi-Family Condos/Townhouses |
| 4 Parking Ramp | 18 Commuter Rail |
| 5 Retail Mixed/Use | 19 Retail |
| 6 Monument Square | 20 Retail |
| 7 Retail | 21 Main Street Improvements |
| 8 6th St. Improvements | 22 Festival Hall Expansion |
| 9 7th St. Improvements | 23 Civic Building |
| 10 Lakefront Festival Park | 24 Hotel |
| 11 City Hall Intersection | 25 Memorial Hall |
| 12 Retail/Mixed Use | 26 Retail/Mixed Use Multi-Family Lofts |
| 13 Multi-Family Residential Lofts | 27 Park |
| 14 Multi-Family Townhouses/Condos | |



Key and Catalyst Projects

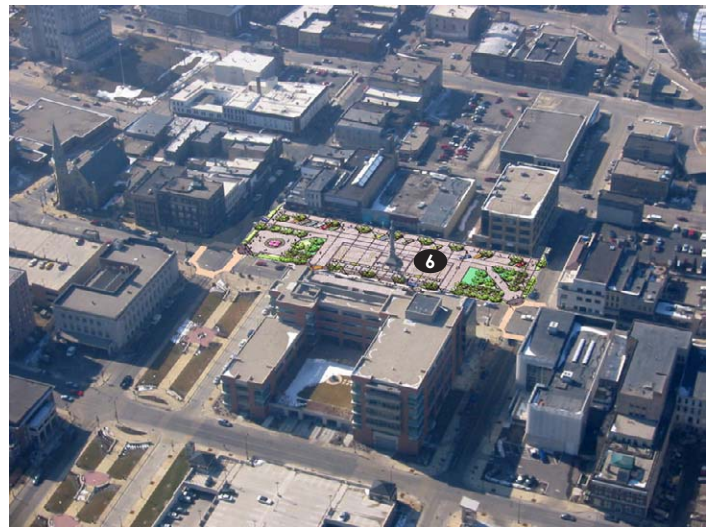
Monument Square **Catalyst Project 6**

The community and city governments committed to finance the implementation of this project. The project was approved with a base cost of \$1,400,000, with additional fund raising required to finance inclusion of desirable, but not essential, square elements such as ornamental gateways and public art.

The approved concept plan has been refined and construction documents completed. Project construction is to be completed by fall of 2005.



Monument Square - existing



Monument Square - proposed

State and Main Retail/Mixed Use Catalyst Project 1

At the northeast corner of State and Main Streets, a 30,000 SF grocery store would be built, with parking structure integrated. Housing would be built above, with separate parking for housing and retail provided.

Retail grocery store access would be from public street, with a major corner entry provided at State and Main.

Access to the parking structure would be from Lake Street intersection.



State and Main Catalyst Project

Cinema

Catalyst Project 2 / 3

The cinema will serve as an attractor and provide significant foot traffic that will benefit other retail uses, especially cafes, restaurants and entertainment venues that are open during evening hours.

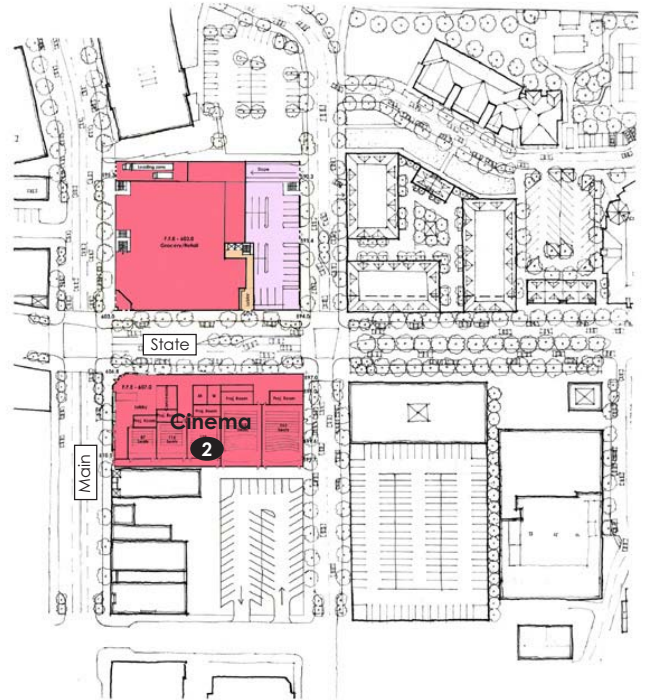
Two alternative sites were identified for a 30,000-35,000 SF cinema. Experienced “arthouse” cinema developers in the greater Wisconsin and Illinois area should be recruited by the DRC and other interests.



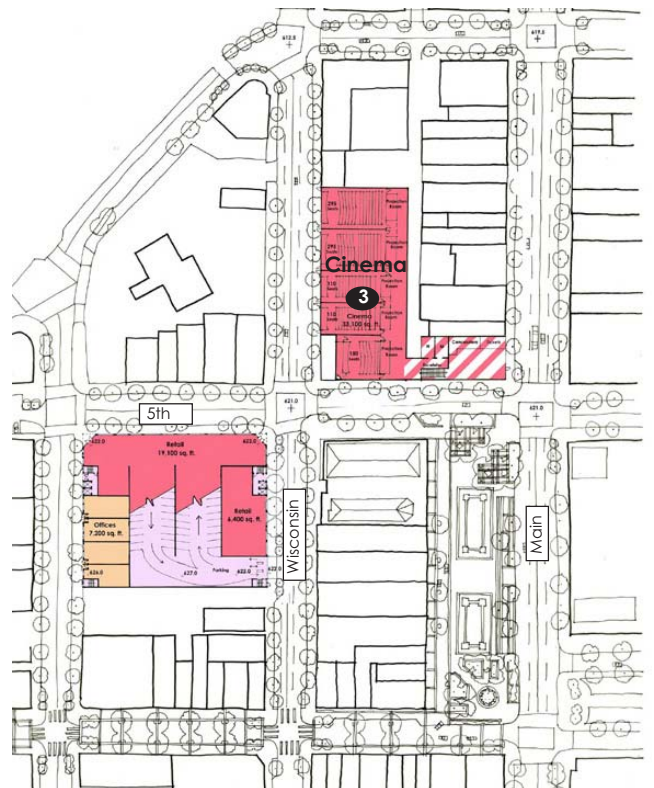
State and Main Site



Bible Church Lot Site



Cinema Site at State and Main - Option

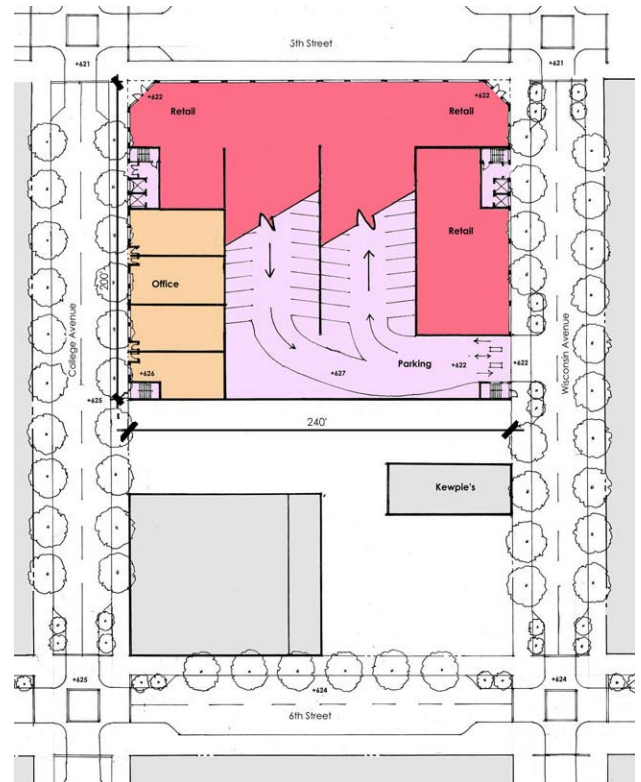


Cinema Site at Bible Church Lot - Option

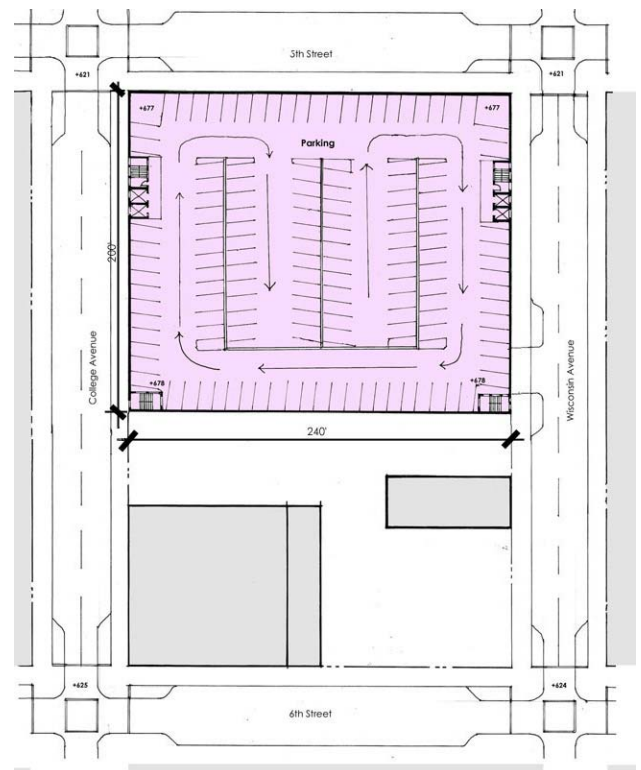
Parking Ramp

Catalyst Project 4

A major “shopper-friendly” parking garage is proposed at the current location of the Chase Bank building and adjacent parking lot. The structure should provide leasable space for ground floor uses and may include housing above. This garage should provide 550 parking spaces to serve both Main and 6th Street retailers and other commercial uses.



"Shopper-friendly" Garage - Ground Floor



"Shopper-friendly" Garage - Upper Floors

6th Street

Catalyst Project 8

The Wisconsin State Department of Transportation has funded projects in downtown Racine, including the reconstruction of Main Street. The city's Department of Public Works should initiate efforts to further refine the 6th Street design concepts identified in this plan and submit a proposal to the state for funding.

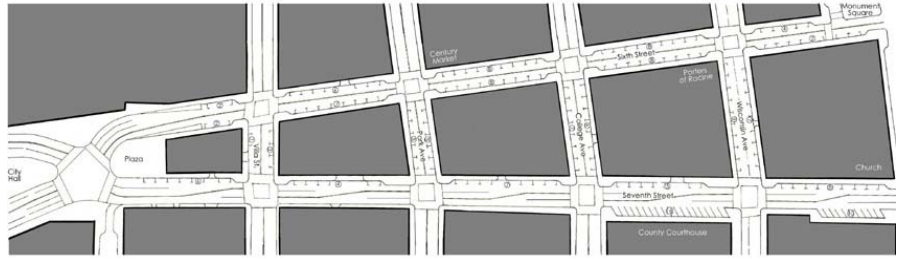
A key consideration will be designing the street for potential two-way traffic.

7th Street

Catalyst Project 9

6th and 7th Street designs and improvements must be considered simultaneously, because:

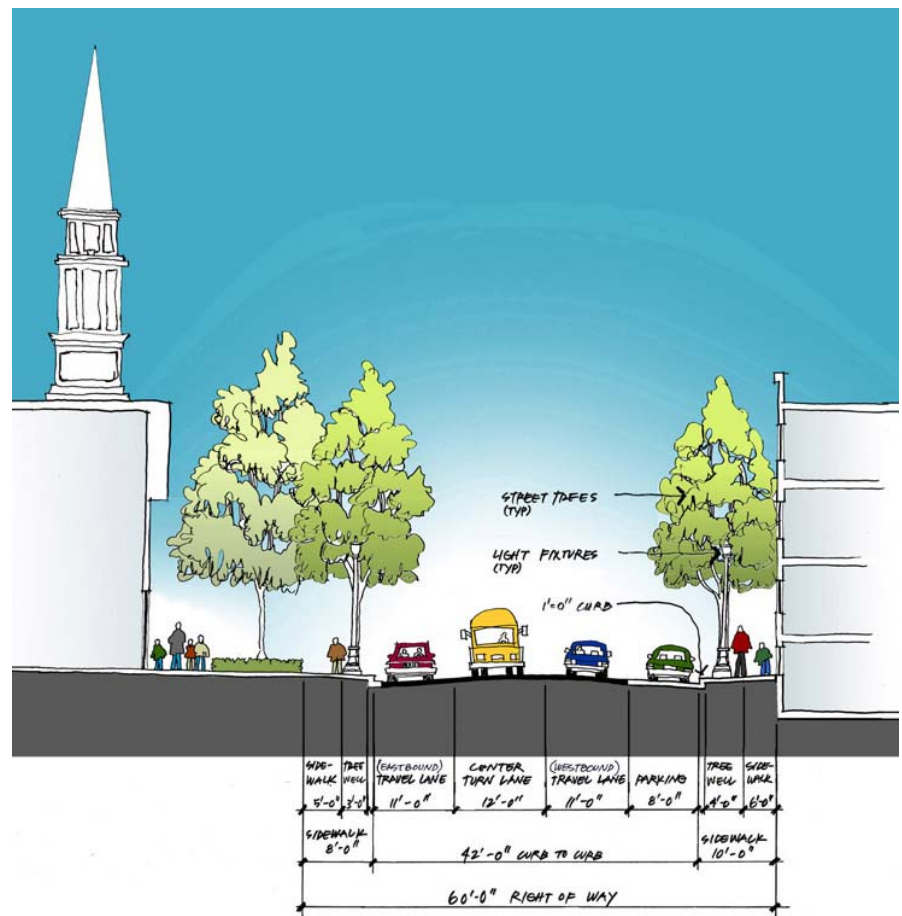
- 7th Street provides half of the current state highway couplet route.
- Many 6th Street businesses share 7th Street frontage.
- Parking and loading considerations on 6th Street may affect 7th Street.
- Considerations for possible two-way traffic on 6th Street must also be looked at for 7th Street.



6th/7th Streets with curbs



6th/7th Streets without curbs



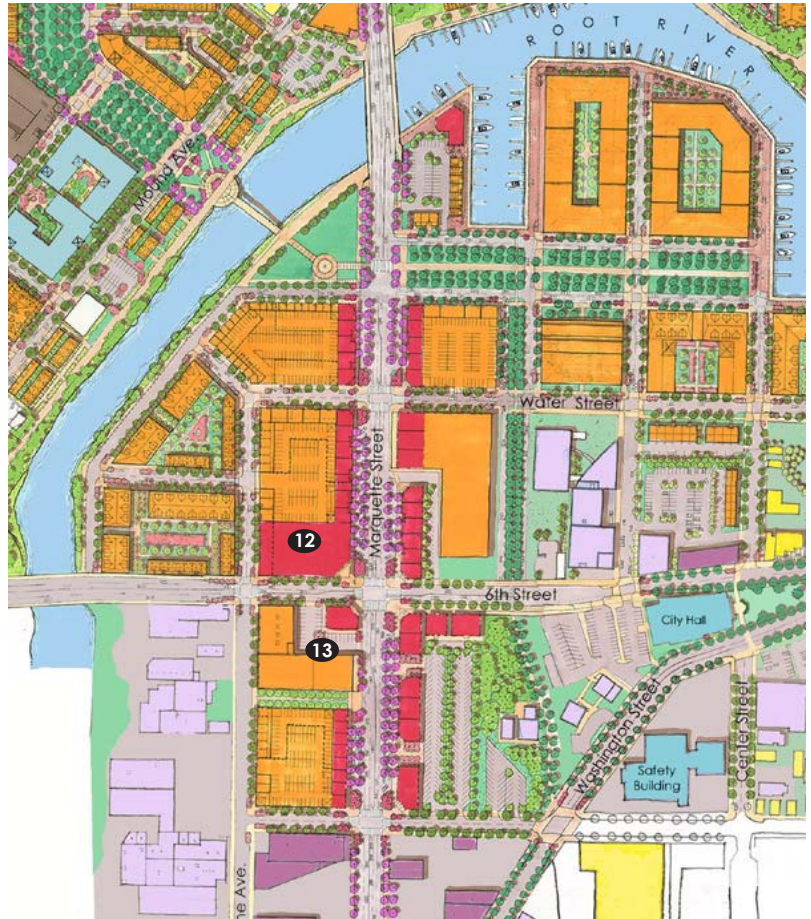
6th Street with curbs

Marquette Housing, Retail and Open Space Catalyst Project 12

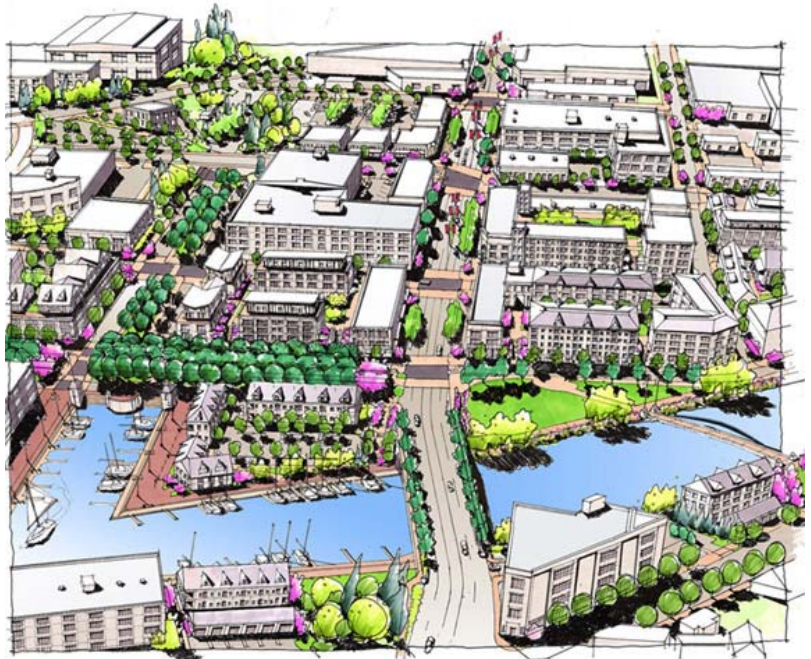
Part of Marquette is proposed as a primary retail street. Street improvements would be required. The City and other interest groups should engage property owners concerning possible development and public/private partnerships.

Multi-Family Residential Lofts Catalyst Project 13

As a first step in creating a new neighborhood, residential lofts could be constructed on the corner of 6th and Marquette.



Marquette Concept



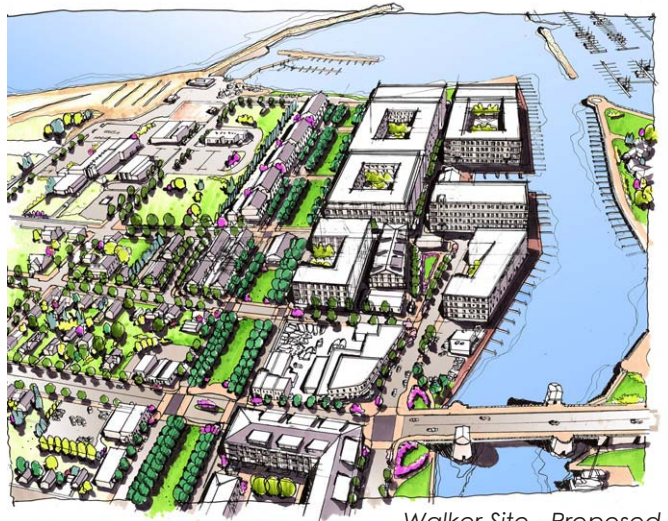
Marquette Concept Sketch

Walker Housing and Park Blocks Catalyst Projects 16 / 17

The City should release a development request for proposals for the site (and possibly adjacent parcels). All proposals should be required to be consistent with this plan and accompanying design guidelines, public area requirements and new zoning ordinances.



Walker Site - Existing



Walker Site - Proposed



Walker Site - Proposed

Commuter Rail Catalyst Project 18

State funding will be secured for an expansion and redevelopment of the transit station, with commuter rail transit being added at the station as well, connecting Racine to Chicago and Milwaukee.

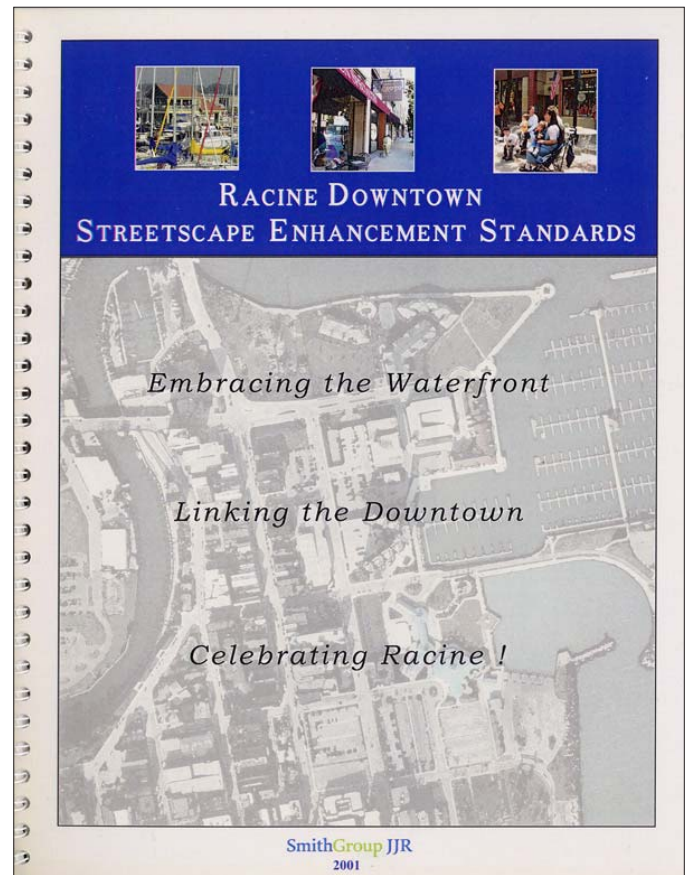


Commuter Rail Station - Proposed

Policies, Regulations and Guidelines

In addition to adoption of this document as a sub-area of the Comprehensive Plan, implementation of the Racine Plan requires:

- Updating existing zoning ordinances to ensure consistency with plan concepts.
- Refinement and expansion of current design guidelines. As part of this effort, a design review “streamlining” process will be provided.
- Refinement and expansion of the current Racine Downtown Streetscape Enhancement Standards.



Racine - existing standards

Implementation Schedule - Top Priority Catalysts

		2005	2006	2007	2008	2009
First 120 Days						
Plans & Regulations						
Adopt Racine Downtown Plan						
Adopt Design Guidelines						
Adopt Design Standards						
State & Main Street Housing (Project 1)						
Complete Concept Design						
Cinema (Project 2 or 3)						
Determine Feasibility						
Parking Ramp (Project 4)						
Acquire Site						
Monument Square (Project 6)						
Start Construction						
6th Street Improvements (Project 8)						
Initiate Design Refinement Process for State Funding						
6th & Marquette Housing (Project 13)						
Complete Developer Agreement						
Walker Housing (Project 17)						
Complete Developer Agreement						
Four to 12 Mos.						
Plans & Regulations						
Adopt Public Area Requirements						
State & Main Street Housing						
Complete Contract Documents						
Cinema						
Start Negotiation with Cinema Developer if Feasibility is Positive						
Parking Ramp						
Complete Concept Design						
Monument Square						
Complete Construction						
6th Street Improvements						
Complete Design Refinement						
6th & Marquette Housing						
Complete Design & Contract Documents						
Walker Housing						
Obtain Approvals for Site Master Plan						
One to Two Years						
State & Main Street Housing						
Start Construction						
Parking Ramp						
Complete Contract Documents						
6th Street Improvements						
Complete Contract Documents						
6th & Marquette Housing						
Start Construction						
Walker Housing						
Start Phase I Housing Construction						
Start Park Blocks Construction						
Two to Four Years						
Parking Ramp						
Start Construction if Parking Demand is Evident						
6th Street Improvements						
Start Construction						

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

Tom Capp

The Gorman Co., Inc.

John Crimmings

N. Christenson & Son Real Estate

Jerry Franke

Wispark

Bob Hartmann

Hartmann Design, Inc.

Scott Kelly

Johnson Bank

Boyd Gibbons

The Johnson Foundation

Gordy Kacala

Racine County Econ. Development Corp.

Bruce Renquist

Renquist Associates, Inc.

Devin Sutherland

Downtown Racine Corp.

Micah Waters

Porters of Racine

Consultants

George Crandall

Crandall Arambula, P.C.

Don Arambula

Kristin Belz

Jason Graf

William Lee

Economics Research Associates

Nadine Fogarty