

# West Racine Neighborhood Revitalization Plan

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*prepared in collaboration with the*

- **City of Racine**
- **West Racine Business Association**
- **Business Districts, Inc**

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**West Racine Neighborhood existing conditions**



# INTRODUCTION

## Planning Area

The West Racine Neighborhood is located in the City of Racine. The following historical information is borrowed from Mead & Hunt's *City of Racine Neighborhood Historic Property Reconnaissance Survey 2001*.

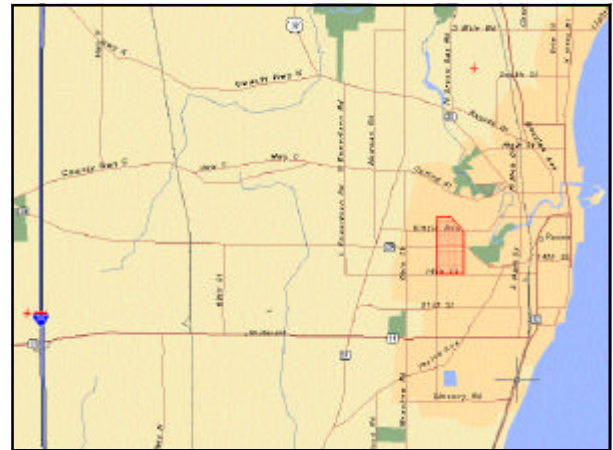
## City of Racine

The City of Racine is located in Southeastern Wisconsin, centered at the mouth of the Root River along the shores of Lake Michigan. Racine became a village in 1841 and a city in 1848. The economy was agriculturally based during the 1800s in rural areas and manufacturing and processing based in the urban. Eventually, industries diversified and the City's economy expanded along with population. To accommodate the increase in population, land surrounding the City was annexed between 1871 and 1929 and improved transportation networks facilitated development of these areas.

Massive waves of immigrants populated the state of Wisconsin in the mid-to-late 1800s. These immigrants along with New England residents formed settlements within southeastern Wisconsin and ethnic neighborhoods in the City of Racine. Generally, the Norwegians and Danes settled west of the Root River, Bohemians north, Germans and Irish both northeast and southeast, English, New Englanders, and Czechoslovakians on the lakefront, and Welsh on the near southwest side.

## West Racine Neighborhood

Danish migration to Wisconsin began in 1848. Large numbers settled in the area west of Racine and established neighborhoods that featured community gathering places. Today, this area is known as the West Racine Neighborhood. For the purpose of this study, the area is defined by Graceland and Osborne on the north, Lathrop on the west, West on the east



**West Racine Neighborhood shown in red**

(including businesses immediately east of West Blvd), and Sixteenth on the south.

## Intent

This plan is intended to guide policy decisions that affect the West Racine Neighborhood for both the short and long-term in order to maintain and enhance the neighborhood character and quality of life that residents, business owners, and visitors currently enjoy. The following goals were established in order to guide the development of this plan:

- Provide a framework for revitalization of the business district as a vibrant neighborhood gathering place in terms of physical redevelopment and business mix.
- Strengthen the identity of the neighborhood.
- Maintain neighborhood stability and strong property values.
- Encourage participation from residents and business owners in the planning process .
- Improve the pedestrian environment and safety through physical design.



# EXISTING CONDITIONS

## Zoning

The West Racine Neighborhood is zoned with the following districts (purpose of each taken from the City of Racine Zoning Ordinance):

### **B1 Neighborhood Convenience District**

The B1 neighborhood convenience district is intended to provide convenience shopping to close proximity for persons residing in nearby residential areas by allowing only such uses as are necessary to satisfy basic shopping needs which occur daily or frequently, and selected additional uses which normally attract little vehicular traffic and are otherwise compatible with residential areas.

### **B2 Community Shopping District**

The B2 community shopping district is intended to accommodate the needs of a much larger consumer population than is served by the neighborhood convenience district, thus a wider range of uses and structure sizes is permitted for both daily and occasional shopping.

### **R2 Single-Family Residence District**

The R2 single-family residence district is primarily designed to accommodate existing single-family neighborhoods which are characterized by smaller lots than are required in the R1 district.

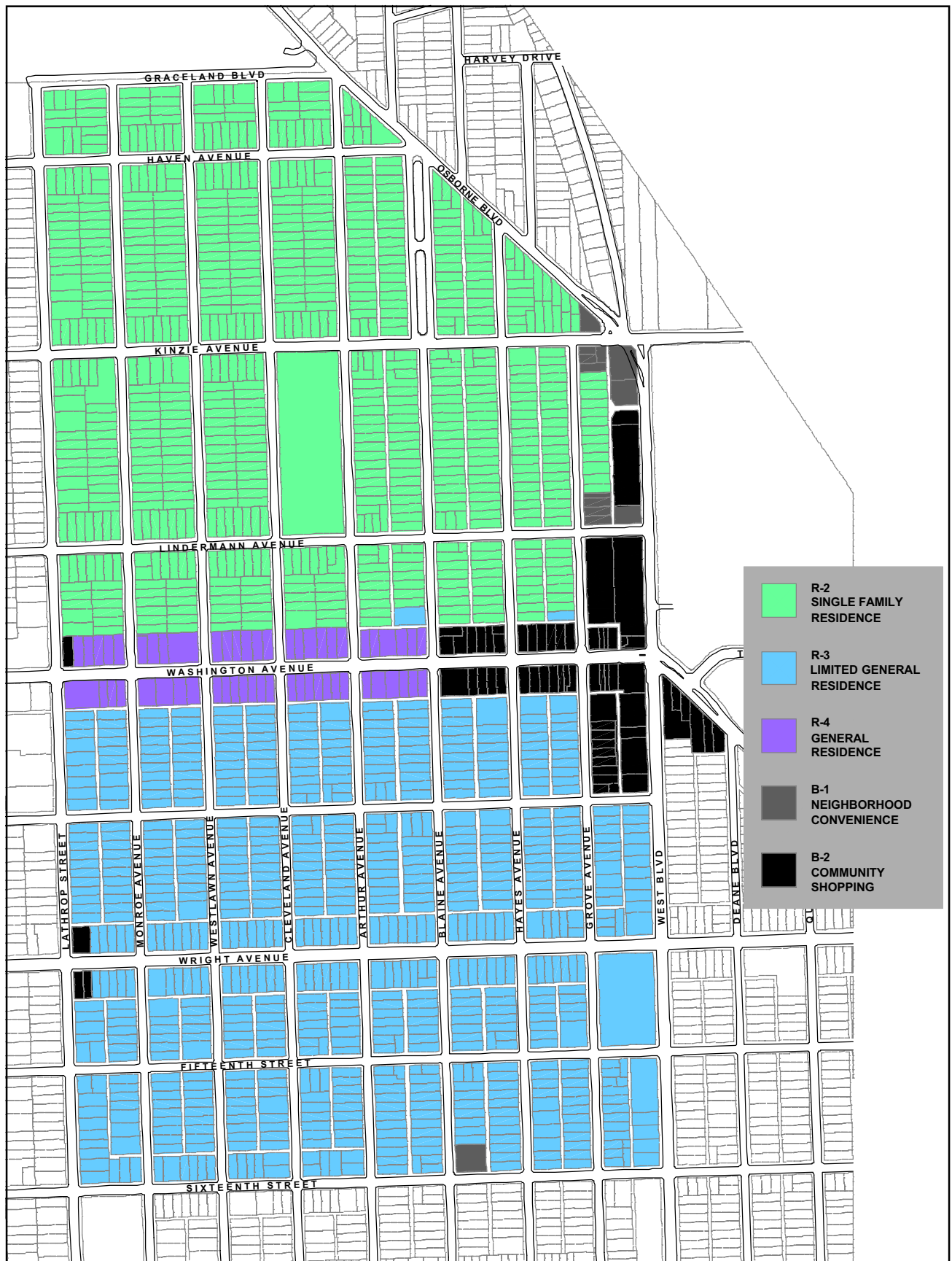
### **R3 Limited General Residence District**

The R3 limited general residence district is intended to provide areas which are to be occupied substantially by single-family and two-family dwellings and attached dwellings. It is designed to accommodate limited apartment dwellings while maintaining a low density owner-occupancy character.

### **R4 General Residence District**

The R4 general residence district is intended to protect and enhance the character and value of residential areas primarily occupied by varied dwelling types of moderate density (approximately 20 dwelling units per net acre), and to accommodate areas planned for new residential development of moderate density.

The existing neighborhood zoning map is shown at the right.



**Existing Neighborhood Zoning**



# EXISTING CONDITIONS

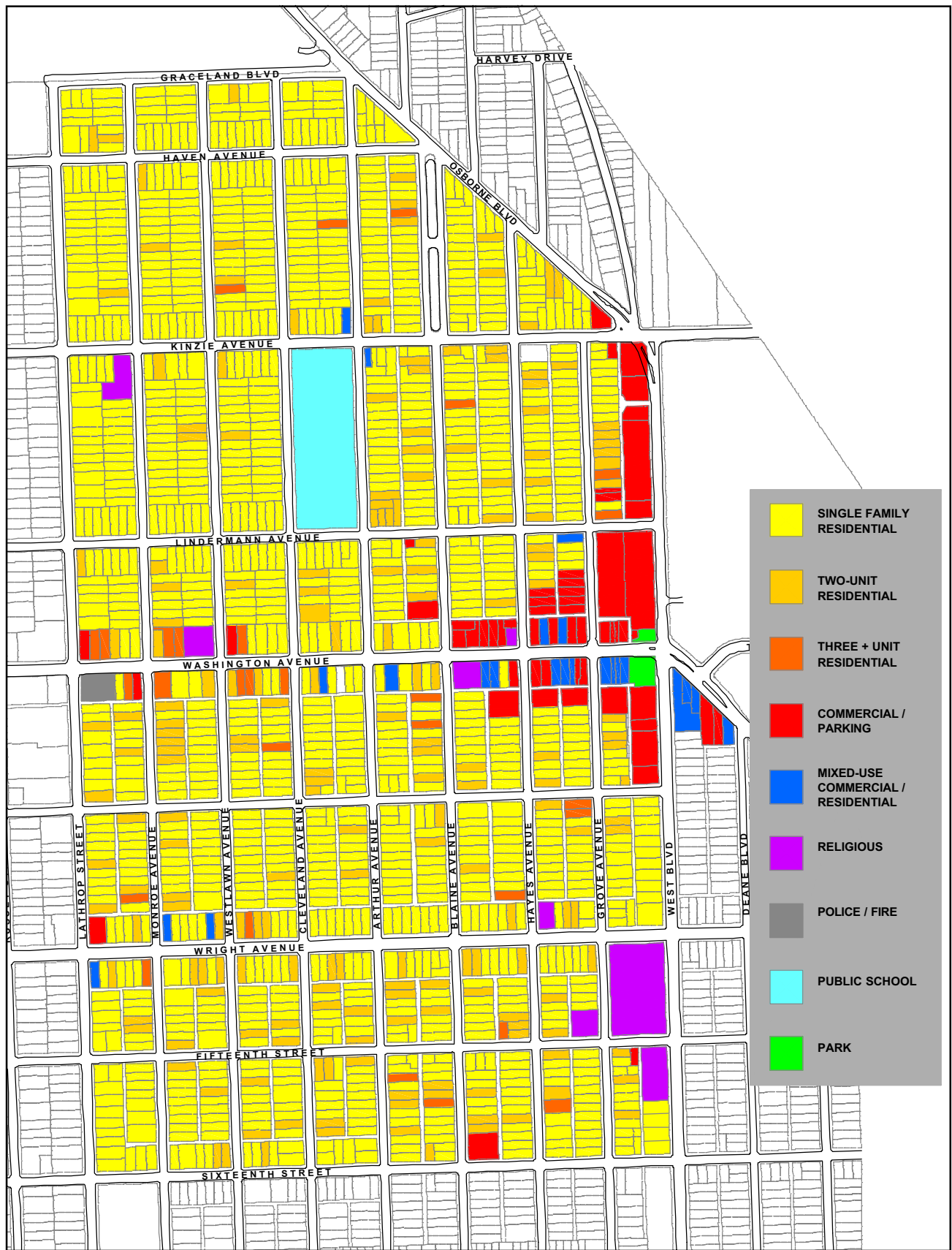
## Land Use

The map at the right illustrates the existing land use within the West Racine neighborhood.

West Racine is a traditional neighborhood. The vast majority of land in the neighborhood is occupied by single-family residences with a fairly even distribution of two-family residences throughout. Residences with greater than two living units are also present but are limited.

The commercial activities are primarily located to the east end of Washington and West Boulevard within the neighborhood, with limited commercial sites scattered throughout. Many of the commercial buildings also have residential uses above along Washington and a few other sites within the neighborhood

Many religious institutions, a fire station, an elementary school, and small park spaces within West Racine also contribute to the composition of the neighborhood.



**Existing Neighborhood Land Use**



# EXISTING CONDITIONS

## Market Analysis

**Prepared by:**

**Business Districts, Inc.**

### Description of the Study Area

West Racine is a traditional neighborhood located just inside the western city limits of Racine. The commercial buildings located along Washington Avenue are generally one or two stories and exhibit a variety of styles consistent with development spanning the period of the late 19th century to the present. This commercial area is approximately three blocks long and contains 32 businesses. A 17,000 square foot Piggly Wiggly and an Osco drugstore announce the eastern edge of the district. The western edge is less pronounced as commercial building transitions into a church and some home conversions. The overall impression is that of a pleasant, vintage neighborhood with a commercial core.

The surrounding neighborhood contains attractively maintained homes on small lots with sidewalks and alleys. This is a very walkable area where the attractive buildings and wide variety of activities provide the mixed use designed into today's trendiest new residential developments. The impetus for this study was a concern that recent changes in the business mix were detrimental to the local business environment.

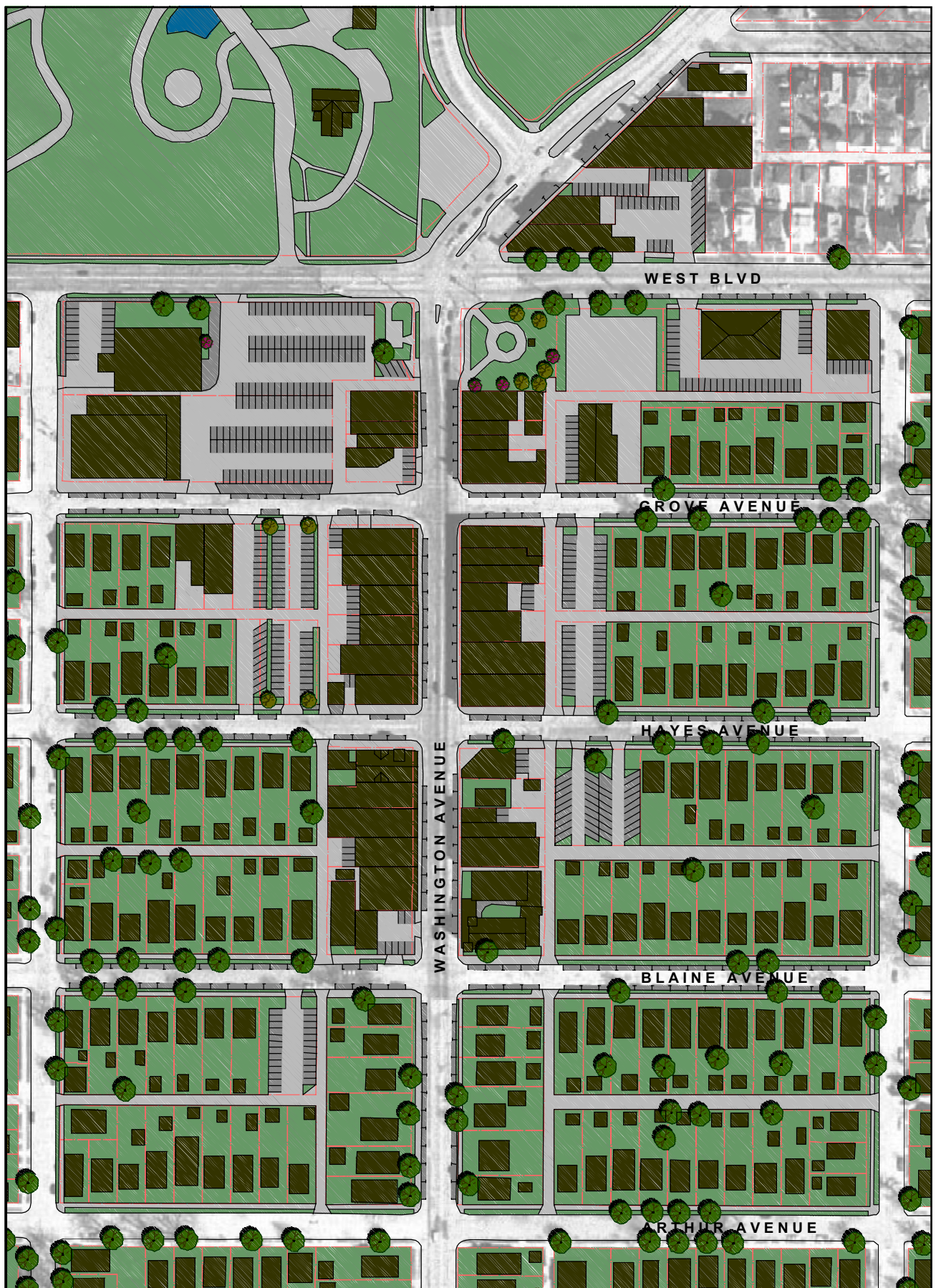
### Retail Development Trends

As the West Racine area strives to satisfy the needs of new retail and office uses, it is important to recognize emerging trends in commercial area development. There are two emerging trends that are important to capitalizing on the potential of the West Racine area.

The first trend, clustering, is the grouping of similar businesses in close proximity to each other. For years, it has been common for businesses like fast

food restaurants, grocery stores and automobile dealerships' to choose locations adjacent to or across the street from their fiercest competitors. Those concentrations of like businesses created powerful draws to customers wanting to explore all options before purchasing or to make a last minute decision based on a quick assessment of shopping options. Mall developers and independent retailers usually took the opposite approach, spreading like businesses throughout a shopping area so that customers would be exposed to the offering of a variety of merchants and potentially make unplanned purchases. As consumers have become more time crunched, providers of all merchandise categories are realizing that they can be more successful by clustering with like businesses. New malls have home improvement areas, Jr. apparel areas, career apparel areas, extensive food courts and often convenience shopping areas. Applying this concept to West Racine's Washington Avenue Corridor, suggests opportunities to add more businesses similar to the existing businesses, furniture and home improvement, crafts and personal services.

A second important trend is the increasing importance of food oriented businesses in neighborhood commercial areas. These businesses capitalize on the decline in home cooking that came with the increase in dual income families. Family style restaurants that welcome children and attract destination diners with unique menus have replaced the neighborhood tavern. Recent national surveys reveal that well over 50% of all meals eaten in the United States are prepared outside the home. In today's healthiest traditional neighborhood shopping areas, it is common for up to a third of the businesses to be food oriented. These establishments range from coffee shops through specialty carryout to fine, sit-down restaurants. The neighborhood bistro is the place where nearby residents entertain to impress and meet friends for relaxing conversation. West Racine lags





similar city's neighborhoods in the development of specialty dining because it does not allow the sale of alcohol by the drink. That restriction cuts the expected revenue for a neighborhood bistro by approximately 25% causing such businesses to seek different locations.

## West Racine Trade Area

The market for businesses along Washington Avenue in West Racine, its retail trade area, is based on a number of factors, including the mix and draw of existing stores; quality, quantity and location of competitive shopping areas; ease of access; physical and perceptual barriers. Customarily, the trade area for shopping districts is divided into a nearby primary trade area which provides from 50 to 80% of each store's business and a more distant total trade area that adds all but a fraction of the balance of each store's sales. For individual stores and restaurants to succeed, the area as a whole must attract both nearby residents, the primary trade area, and visitors from the wider total trade area. That attraction comes from the value added by a mix of stores that allows multiple purchases with one stop and/or unique items that force consumers to seek out that shopping district where they then make additional purchases. The trade area analysis that follows documents the key characteristics of these markets.

## West Racine's Primary Trade Area

The natural primary trade area for any commercial district is the nearby residents and workers. Local businesses intercept these customers providing the goods and services that meet their needs more conveniently than more distant businesses. As competitive shopping opportunities have developed, these customers have decided where to shop by balancing the wider selection and often-lower prices at shopping centers with the local offering. As the population became more auto oriented and less dependent on pedestrian access to shopping, retail business concentrations like those along Washington Avenue were less successful in attracting customers for basic shopping. Washington Avenue in West

Racine suffered less than other traditional shopping areas because it retained the Piggly Wiggly and attracted the Osco. Like most traditional neighborhood commercial districts, Washington Avenue lost longstanding businesses and became a location for services and increasingly wholesaling. These businesses still serve the local population but they obtain a much lower percentage of neighborhood residents' spending and it is more discretionary spending than when the corridor contained a more complete variety of stores.

The strategy recommended as part of this study will suggest methods of strengthening the affiliation between residents of the West Racine Neighborhood, the study area for this report, and the Washington Avenue Corridor. The demographic reports in the appendix provide a detailed picture of the population and sales potential of this primary trade area. Highlights of that information include:

Population	4,487
Population Density per Mile	9,157
Employees	786
Median Household Income	\$41,629
Average Household Income	\$43,837
Median Age	34.1
Total Retail Expenditures (\$ Mil)	\$ 30.7
Annual Grocery Store Expenditures	\$7.1
Annual Restaurant Expenditures (\$ Mil)	\$4.3

Source: Experian/Applied Geographic Solutions, 2001

This information shows a relatively small market with a particularly limited daytime population of employees. There is only enough spending power to support a moderate retail offering. A reasonable goal for a neighborhood shopping corridor is to develop a store

mix and marketing approach that attracts as much as 20% of the non-grocery spending of the population in its primary trading area. For Washington Avenue that is 20% of \$ 23.6 or about \$4.6 million. The Piggly Wiggly should attract over half the grocery shopping of residents or an additional \$3 to 4 million. Recognizing that well managed corridor stores and restaurants will sell between \$300,000 and \$1million annually; the primary trade area can support approximately 15 low volume specialty stores (\$300,000 in annual sales) in addition to the Piggly Wiggly. Since there are over 30 retail spaces, attracting significant spending from a larger, total trade area will be critical to the long-term success of Washington Avenue.

### **West Racine's Total Trade Area**

The total trade area population is composed of individuals who will travel to West Racine for specialty items not available in their primary shopping location. After they arrive in West Racine, these shoppers will also frequent convenience businesses. In rural areas where there are few shopping alternatives, total trade areas can extend as far as 30 miles. Historically, West Racine may have had a very large total trade area but the development of nearby, competitive Shopping Centers like Regency Mall and (The center with Kohl's just west on Route 20), as well as physical barriers like the river, limit today's total trade area to a 15 minute drive. The attached demographic reports reveal the population characteristics and spending potentials of the residents within a 15-minute drive from the intersection of West Boulevard and Washington Avenue. Highlights of that information include:

Population	128,936
Population Density per Mile	1,800
Employees	77,159
Median Household Income	\$43,552
Average Household Income	\$47,974
Median Age	34.9
Total Retail Expenditures	\$774.0
Annual Restaurant Sales (Mil)	\$ 121.6
Annual Grocery/Drug Sales (mil)	\$ 203.7
Annual Furniture Sales (mil)	\$ 21.2

Source: Experian/Applied Geographic Solutions, 2001

This is a desirable market with spending potential per household at national averages. It is particularly important to note the strong employment base that could offer lunchtime patrons for a strengthened food service element along Washington Avenue. Attracting just one percent of the non-grocery spending of this market would add over \$5 million to the sales of Washington Avenue businesses. That spending would support enough stores to fill the retail spaces available along Washington Avenue.

### **Trade Area Summary**

The spending power of the population available to shop in West Racine, its trade area, is not a limit on the potential for Washington Avenue businesses. Rather, the successful growth of the study area businesses depends on providing the right stores and restaurants in sufficient quantity and adopting a marketing strategy that lets the trade area know about the offering. The recruitment strategy included in the Opportunities Section of this report will recommend techniques to improve the appeal to this highly desirable trade area.



## Strengths and Challenges Analysis

Identifying the aspects of a commercial area that meet or exceed levels necessary for a strong business environment, is the foundation for building a successful marketing and revitalization strategy. At the same time, it is important to recognize factors that create the challenging situation that led to the need for revitalization.

### Strengths

The elements of West Racine's Washington Avenue commercial area that enhance the business climate include:

#### 1. Continuous facades

Nothing hurts a retail area more than a series of "missing teeth" along its main street. As long as the buildings are continuous, as they are in West Racine, the opportunity exists to have adjacent businesses that share customers.

#### 2. Two-sided Retail Streets

Although it is very pleasant to have a central square or other open space in a commercial area, the resulting one-sided retail streets prevent the customers of a business from seeing the businesses across the street. That reduced visibility limits cross shopping and makes the marketing of businesses more difficult. West Racine has the preferable situation, two-sided commercial streets.

#### 3. Strong independent businesses

The dominant ownership type in most downtowns is the independent business. Unfortunately, independent retail businesses are often financially precarious, and consequently, in many communities independent businesses turnover frequently. The resulting vacancies and "Going-out-of-Business" sales hurt the communities'

image. It greatly improves the business climate when, as is the case in West Racine, a substantial number of the independent businesses are successful, multi generation family businesses. (Christy's, Johnson Furniture, Bendtsen's, Larsons)

#### 4. High population density

With over 9,000 residents per square mile, the West Racine neighborhood is nearly twice as dense as Racine is as a whole. This density translates into a walking customer and provides more spending power per square mile than less dense, wealthier areas.

#### 5. High Traffic Counts

There are nearly 20,000 cars per day that travel on Washington Avenue. That traffic count is high enough to satisfy very demanding retail site selection specialists.

#### 6. Perception of safety

Interviews revealed that both residents and shop owners feel safe in the study area.

#### 7. Affordable rents

With rents in the \$5.50 to \$7.00 per square foot range, entrepreneurial businesses can afford to open along Washington Avenue.

#### 8. Development sites on the fringes of the study area.

There are opportunities to enhance West Racine's Commercial area by the redevelopment of underutilized sites. Those sites can provide additional modern store and office space while the core of the area retains its charm.

#### 9. Attractive surrounding neighborhoods

To the detriment of many vintage commercial

areas, the surrounding neighborhoods are the community's poorest housing. That is not the case in West Racine where the pleasant surrounding neighborhoods enhance Washington Avenue

#### 10. Active Business Association

The key to competing with centrally managed commercial areas like malls is organization. That organization can provide for image marketing and recruitment of desirable tenants.

#### 11. Available Parking

Although complaints about parking are endemic to downtowns, the situation in West Racine is really quite good because the city has provided lots and rear access to additional parking.

#### 12. Some active landlords

Although there are a number of absentee and inattentive landlords in West Racine, there is a core of owners participating in development initiatives and supportive of the programming offered to enhance Downtown. A number of key businesses are in owner occupied buildings.

#### 13. City commitment

As evidenced by this study, the previous design work, and ongoing programs, the City of Racine has made a strong commitment to development of West Racine's commercial area.

### Challenges

The challenge to change comes from aspects of an area that dissatisfy. These challenges can be divided into:

- **Weaknesses**, factors that are very difficult to change and often must be accepted into the plan;
- **Threats**, factors that will become weaknesses if action is not taken;

- **Opportunities**, readily accomplished changes that will quickly improve the area.

### Weaknesses

#### 1. Obsolete size retail spaces.

When Washington Avenue was built out, retail stores carried much more inventory and needed to be larger. Today's optimal boutique space is shallow and wide providing extensive street exposure. Since that visibility from wide exposure to the street is important, stores are leasing larger spaces than necessary for their sales volume.

#### 2. Narrow sidewalks on Washington Avenue

Sidewalks are key to pedestrian friendly shopping. In the best areas, pedestrians are invited to linger by sidewalk cafes and attractive plantings. Because the sidewalks are so narrow, Washington Avenue cannot offer those amenities.

#### 3. Conflicts between destination and through traffic

Because State Route 20 is the main thoroughfare between I94 and Downtown Racine, it carries a heavy traffic load. Those travelers are an opportunity to attract new customers but more often they speed and fail to yield to pedestrians trying to cross at a non-signalized intersection.

### Threats

#### 1. Wholesale businesses occupy many of the most successful store spaces.

Great access via State Route 20 made it easy for stores to approach wider markets through wholesaling. Although wholesalers are preferable to vacancies, excessive office uses like wholesaling negatively impact the remaining retail businesses by undermining the advantage of "adjacency." That is the potential for cross shopping between neighboring businesses. Without that added business, sales volume drops

and therefore tenants cannot afford increased rent. Without higher rents, landlords defer maintenance and, when vacancies occur, the space favorably competes with the traditionally lower priced office market. Obviously this is a circular problem where the intrusion of office spaces causes more pressure to rent to offices.

## 2. Liquor prohibition

It was very fortunate that West Racine enacted the liquor prohibition at the time it did because that prohibition protected the area from tavern build outs. Today taverns are some of the most derelict properties in vintage commercial areas. As men became one of two family earners and children increasingly joined their parents in eating out, customers for the alcohol-dominated taverns declined and many tavern businesses failed or were reduced to attracting a distinctly non-family clientele. However, this prohibition that once protected the family oriented character of Washington Avenue now threatens to undermine Washington Avenue's attraction to families. As was mentioned previously, today's busy lifestyles have led to frequent dining out by families. Mom and Dad seek restaurants where they can have a drink with dinner. Restaurants seek locations where they can offer that drink because it increases profits. West Racine's liquor prohibition is now actually undermining the area's draw to families because it chases potential restaurant tenants away from the area.

## 3. Excessive ground floor services

Strong retail environments provide what the industry refers to as compatible adjacencies: the dress shop next to the shoe store, the sporting goods store adjoining a health food store, the restaurant near a movie theater. They share customers and both stores are more profitable. These complementary adjacencies rarely occur between retail businesses and services. Consequently the businesses are less profitable

than they would be if retail businesses occupied more of the first floor commercial space.

## 4. Lack of multi-site retailers

Multi site retailers add a higher volume, professional approach that draws customers who might otherwise shop on a community's outskirts. Until recently, few national chains would consider a neighborhood location. However, the successful revitalization of many downtowns has focused attention of national chains on opportunities to reach new markets in vintage commercial areas.

## 5. Church at the signalized intersection.

Signalized intersections are the most desired retail sites in a thriving commercial area. Cars are forced to stop and become aware of the stores closest to the traffic signal. This awareness translates into higher sales, which leads to higher rents for those locations. Higher sales at one location lead to more customers at adjacent businesses. If this church ever needs a new building, it is important to seek a commercial tenant or redevelop the site.

## 6. Poor configuration of the Piggly Wiggly site.

Today's ideal grocery site has room for at least a 35,000 square foot store and is visible from all sides of a signalized intersection. Since the current Piggly Wiggly site falls far short of those requirements, it is possible that corporate cost cutting could lead to the closure of this store. That would be extremely detrimental to the whole study area since the Piggly Wiggly is an anchor that draws customers from an expanded trade area. Fortunately, there are no plans to cease operating this store.

## 7. Recent increase in vacancies and undesirable businesses

Because uses tend to cluster, the recent addition of a tattoo parlor and a payday loan store will



bring additional similar businesses.

## Opportunities

Given the numerous strengths of the West Racine Business District there are many opportunities to make changes that build on those strengths and prevent the threats from negatively impacting the area. This list not only identifies those opportunities, it suggest next steps to make improvements happen.

### 1. Authorize liquor to be sold with meals

The key to attracting restaurants is allowing liquor to be sold. If restaurants began bidding for vacant space in this area, demand for those spaces would rise keeping additional undesirable businesses out.

#### Action Steps

- a) Learn the statutory options for allowing liquor by the drink to be sold only with a meal
- b) Identify restaurateurs who would consider the area if liquor could be part of their menu.
- c) Advocate for this very limited change by speaking to community leaders, church ministers, longtime residents, neighborhood organizers
- d) Create a "Fact Sheet" that can be distributed to all neighborhood residents
- e) Seek the statutory change.

### 2. Develop attractive cross streets

Because Washington Avenue's sidewalks are so narrow and the traffic is so dominant, the chance for enhanced streetscape is greater along the side streets. (The visual Improvements component of this project outlines the nature of these improvements)

### 3. Redevelop both sides of Washington at West Boulevard

As mentioned previously, the Piggly Wiggly/Osco property is obsolete and should be redeveloped to protect the grocery store anchor. At the same time, the property across the street, including a small public park, contains vacancies that suggest undesirable spaces. This is a great opportunity to create a gateway development that invites shoppers into the West Racine business district and offers modern space. The redevelopment component of this study outlines the process for taking advantage of this opportunity.

### 4. Create a recruitment program that makes it easier to find retail tenants for ground floor businesses

The key to attracting desirable tenants is making it easy for landlords to rent to them by having a ready list of screened tenants. That list comes from existing, nearby business owners who maintain relationships with owners of complementary businesses.

#### Action Steps

- a) Create a form that requests the information necessary to contact desired tenants (see sample in the appendix)
- b) Ask business association members to complete forms on desirable business additions.
- c) Create a file or computer database of the information from the referrals
- d) Hold a meeting with landlords and real estate agents to identify recruitment targets and explain the availability of the referrals list
- e) Using an officer of the business association or a listing agent for a vacancy, contact the owners of target businesses.

- f) Seek additions to the target list every six-months.

## 5. Develop an image campaign that builds on the area's strengths

The basis for a marketing campaign to attract additional customers is an image to sell. Each business has an image but in combination they must provide a saleable entity if the area is to attract significant spending from the total trade area. In the past, West Racine tried a Danish theme. However, today's offering does not deliver that image other than the Lutheran Church and the two Kringle bakeries. It is time for a new theme. That theme needs the power to connect with outside market while not offending the local neighborhood.

### Action Steps

- a) Create a Marketing Committee composed of two or three business owners and two or three local market/advertising types to develop as many as four possible themes. Initial discussions should focus on themes that flow from the strengths of the area: its tradition and multi-generation family businesses, owner operators, and easy access
- b) The business association chooses one of the proposed concepts
- c) The Marketing Committee turns the concept into a logo and tagline that can be used by all area businesses
- d) New directories and other collateral materials are created
- e) PR is sought on the new theme

## 6. Create a Festival Marketplace atmosphere by offering frequent events and temporary retailing

The best vintage commercial areas have three

types of events: those that connect with the neighborhood, those that invite "outsiders" and mini events that lend an atmosphere of "something's always happening there." Although the West Racine commercial businesses have events that attract the neighborhood, they lack the other two types. Adding those would enhance the area's marketability

### Action Plan

- a) To connect with the neighborhood: continue the existing summer and fall promotions; establish an area wide promotions calendar that can be mailed locally to announce in-store promotions; and seek opportunities to display local school art and/or provide sites for local children's choirs to perform
- b) To create mini events: seek funding from a local foundation or Arts Agency to fund music events—perhaps a summer concert series; find a local actor's studio that could provide mimes; encourage food establishments to offer "tastes."
- c) To connect to the larger audience consider organizing an Arts and Crafts Fair or moving an existing event to this area. Perhaps one that could use the parking lots rather than Washington Avenue sidewalks.

## 7. Create a marketing program that expands beyond newspaper

Traditionally, retailers have relied on newspapers for the majority of their advertising. However, recent changes have made other forms of advertising affordable. Cable Television, Direct Mail and Outdoor advertising are important media to add to a complete advertising program.

### Action Plan

- a) Contact local providers of cable television and outdoor advertising to learn rates

- b) Create a program for group advertising that allows all businesses to benefit from the cost efficiencies of larger more frequent buys
  - c) Facilitate sales of effective media to local businesses
  - d) Evaluate each year's program and modify as necessary
8. Develop attractive access to parking through buildings

Rather than forcing customers to walk around whole blocks from parking to their target business, customers should be invited to walk through businesses with back entrances to access any business on that block. The overall appearance of buildings adjacent to the parking should be made more inviting via the screening of dumpsters and the planting of landscaping;

#### Action Plan

- a) Create a standard, highly visible sign that can be posted near rear doors announcing "Stores and restaurants through here." Posting those signs will encourage potential customers to enter any store rather than walking around the block. The exact sign could list the business one is entering followed by an "and these stores" with the specific names.
- b) Because the rear entrances are the prime access to parking, they should be considered "facades" and be deemed eligible for the same grants as the facades facing Washington Avenue.
- c) As a first step the business association should organize a cleanup of these rear entrances and the planting of landscape screening as appropriate.

- 9. Develop a program to encourage destination shoppers from Interstate 94

With only a 15-minute drive to I94, the West Racine business district has the opportunity to attract tourists. Although this will never be a primary market, it could add enough customers to improve the profitability of local businesses. The key to this opportunity is keeping its potential in line with expenditures. It may be tempting to over invest in this option.

#### Action Plan

- a) Provide marketing materials to the Convention and Visitor's Bureau.
- b) Consider a Billboard at the exit
- c) Plan activities that intercept travelers on their way to lake front events.
- d) Investigate the drawing power of fresh Kringles.

## **Conclusion**

The West Racine Business District currently appears more vigorous than it actually is because numerous service and wholesaling businesses fill what could easily be ground floor vacancies. These businesses offer little cumulative attraction power and ultimately the loss of that cumulative attraction power will lead to a decline in impulse shopping and the failure of additional businesses. Although the bakeries evolved their wholesaling operations from the appeal of their Kringles, the other wholesalers and services merely found Washington Avenue to be a great blend of an affordable location and pleasant surroundings for their small businesses. This area is affordable because the natural evolution that transformed similar vintage neighborhood shopping districts into dining and specialty shopping alternatives was foreclosed due to the liquor restrictions. That limited market offered depressed demand and consequently keeps rents so low that they compete with warehouse rents. The marketing possibilities facing West Racine both for attracting new businesses and new customers are very limited without at least liquor service with meals. As part of the marketing strategy, West Racine needs to understand that its likely future without liquor is one of increasing services and convenience retail not a unique area of specialty shopping and dining.



# EXISTING CONDITIONS

## Parking Study

Vital to the success of commercial business is the ability to provide customers convenient parking. In the West Racine neighborhood, both on and off-street parking options are available within the business district. Off-street parking lots are primarily located in the rear of buildings, with a few exceptions.

Whether a customer stops to visit a business (or returns in the future) is influenced by both the availability of a parking space and the perceived convenience of that space in terms of ease of access and proximity to the business.

This parking study can not determine customer's perceptions, but a few things can be noted regarding parking convenience in the West Racine business district:

- Both on and off-street parking offers customers choices
- Many of the businesses have a greater number of off-street parking spaces located nearby than others
- Continuity and connectivity of off-street parking allows customers to easily locate a convenient space

## Parking Counts

To better understand the parking conditions in the West Racine business district, parking counts were taken at a variety of times:

Tuesday - July 24, 2001 from 11:00-11:30am

Wednesday - August 1, 2001 from 3:40-4:00pm

Saturday - August 4, 2001 from 11:10-11:35am

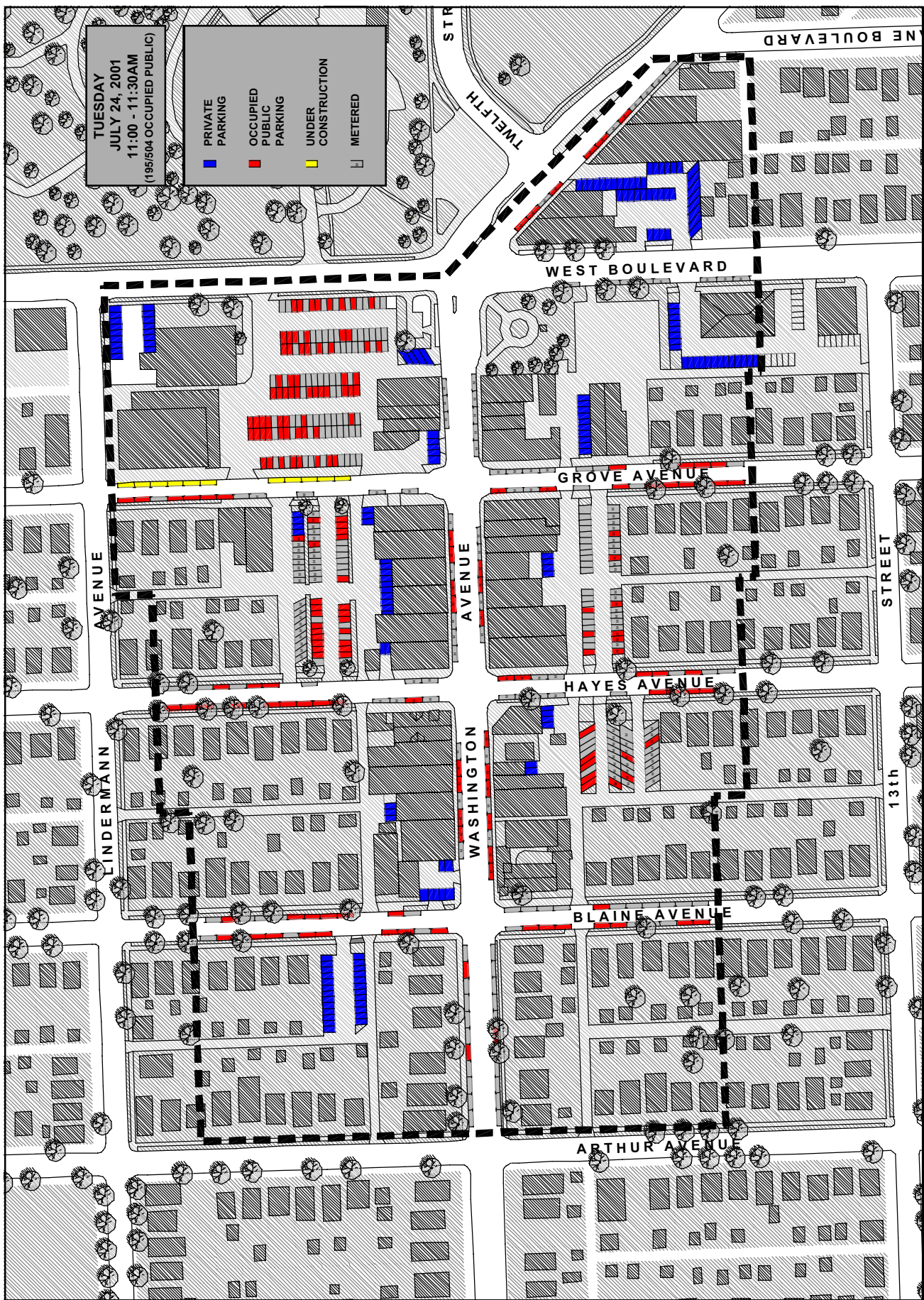
The following pages show the mapped results of the counts. Private spaces are shown in blue, occupied public spaces in red, spaces that were not available due to construction in yellow, and metered spaces are indicated with an 'M'. The heavy dashed black line represents the study area.

Less than 50% of the public spaces within the study area were occupied at the times the counts were taken. This indicates that there is not a lack of spaces to serve the existing businesses in the area.

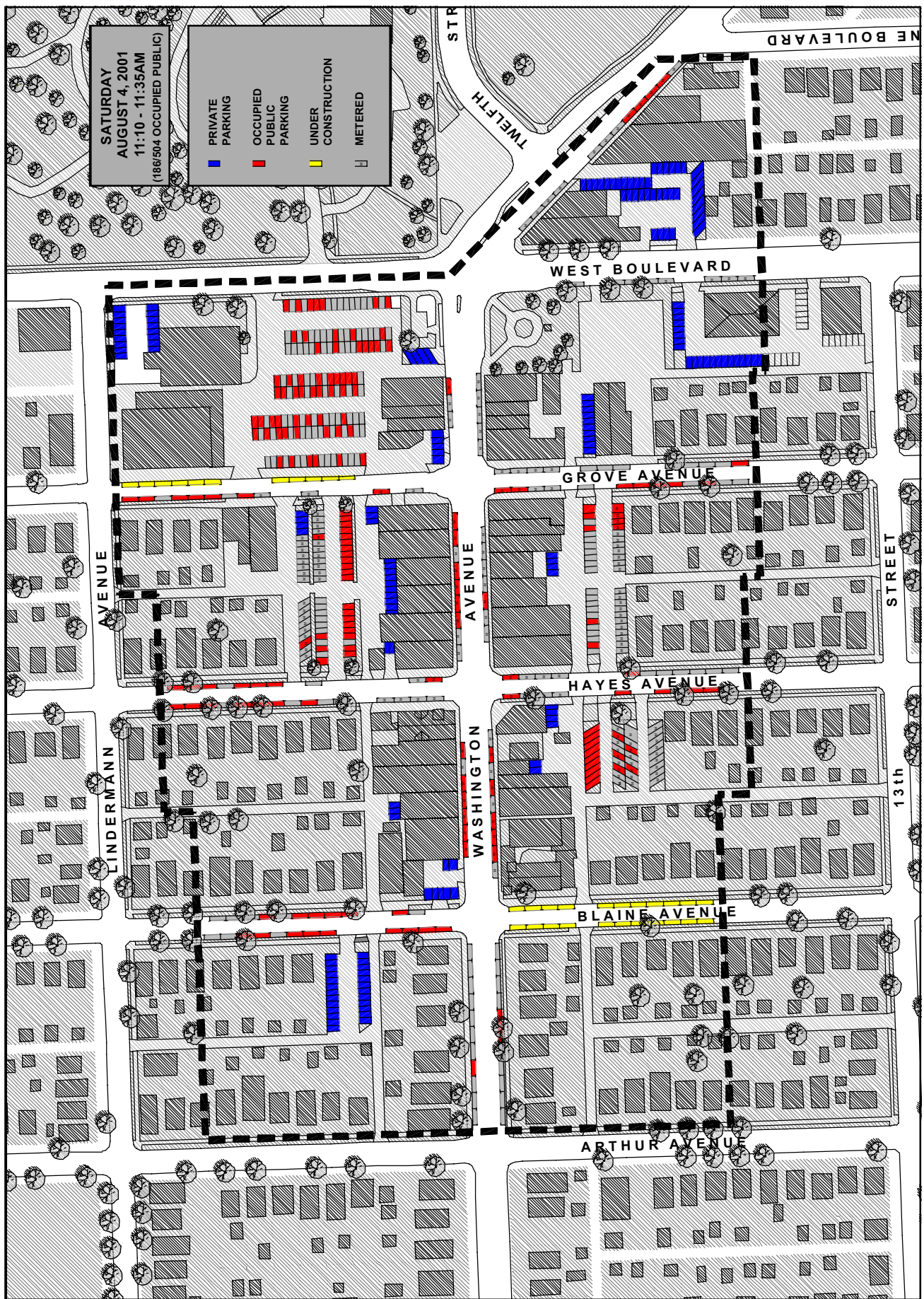
Many of the on-street metered spaces were occupied while off-street unmetered spaces were not. This suggests that the on-street spaces may be perceived as more convenient than the off-street. Perhaps, however, it merely indicates that they are more visible and more often used by customers not familiar with the neighborhood and other parking options.

Though the parking counts indicate plenty of physical parking spaces exist, there is room for improvement in terms of location, connectivity, and visibility of parking areas:

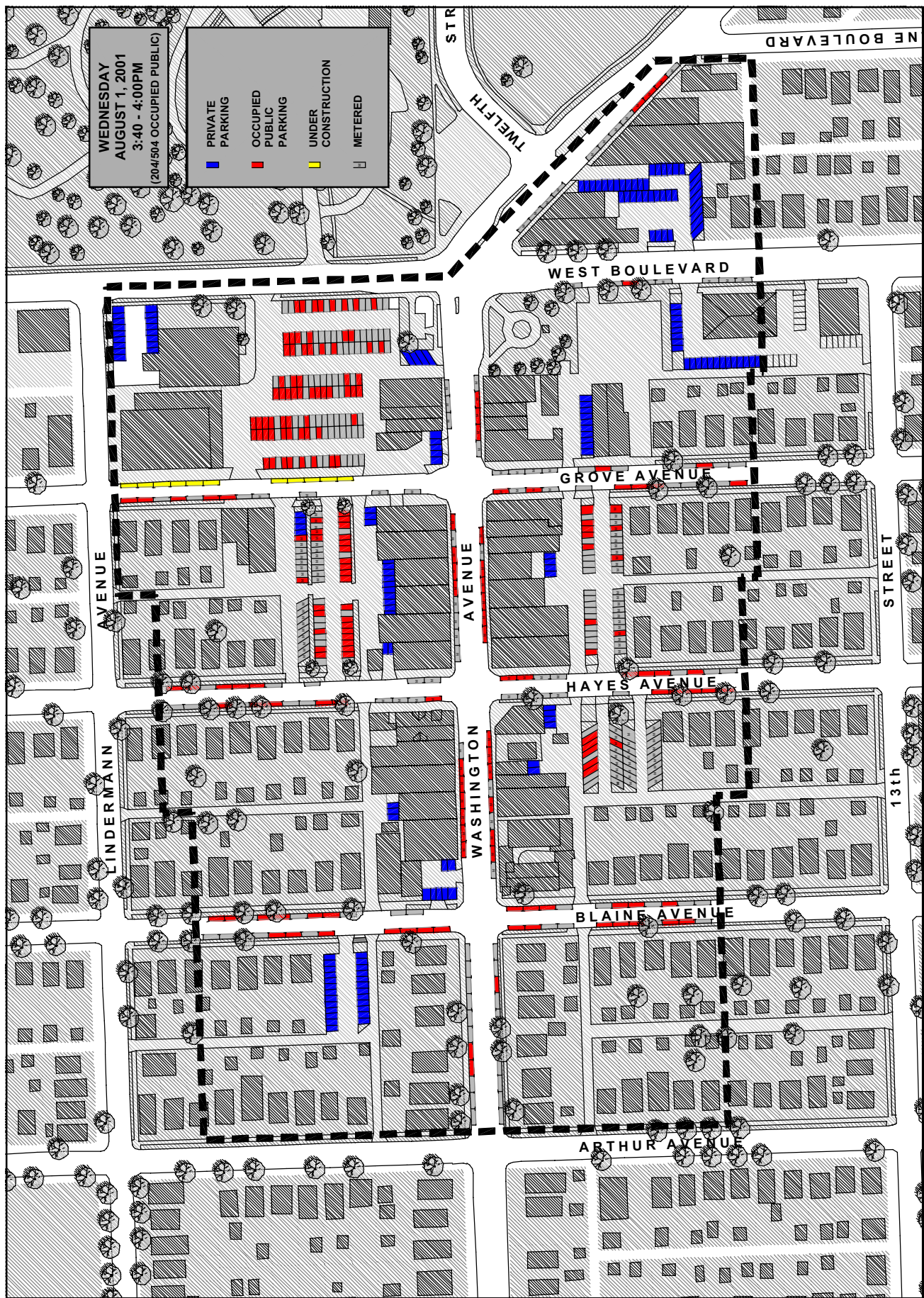
- Convenience to customers could be enhanced by providing off-street parking behind the businesses on the north side of Washington between Blaine and Hayes.
- Providing a connected, easy to navigate, system of parking behind the businesses will increase the ease of locating a parking space near a customer's destination.
- Increasing visibility by providing simple, easy to understand signage indicating off-street parking areas helps customers locate a space quickly.
- Creating more attractive, inviting parking areas can increase the perception of safety and the image of the area.













## **COMMUNITY PARTICIPATION**

A key element in defining this plan was input from residents, business owners, and other stakeholders. Over the course of the planning process, many different forms of participation took place. Below is an outline describing this input and participation:

### **Orientation**

A public orientation session was held in May 2001 to inform residents, business owners, and other stakeholders of the planning process, means for public input, and discuss issues and opportunities that face the neighborhood.

### **Business Association Meetings**

Over the course of the entire planning project, the consultant team met with representatives of the West Racine Business Association to discuss neighborhood issues and opportunities, public participation techniques, and plan concepts.

### **Business Owner Interviews**

During July 2001, Business Districts, Inc. met individually with business owners along Washington Avenue to discuss, confidentially, business plans and needs, business mix in the area, and the future of the neighborhood.

### **Community Meetings**

Also in July 2001, PDI met with representatives from organizations within the area to discuss the neighborhood. These groups included:

Neighborhood Watch

Racine DPW/Engineering, Fire Department and Police Department

Fratt School

Parent-Teacher Association

Gethsemane Evangelical Lutheran Church

### **Project Workshops**

In August 2001, the first public workshop was held in order to share findings and data, preliminary redevelopment concepts for the business district, and discuss aesthetic preferences.

A second workshop was held in April 2002 to discuss and revise the Draft Plan and development concepts before public adoption.



# COMMUNITY PARTICIPATION

## Household Survey

The West Racine Business and Residential Survey was distributed to business owners and residents throughout the neighborhood as a component of the community involvement process of this plan. The survey process was intended to accomplish the following:

Provide an opportunity, aside from meetings and workshops, for members of the neighborhood to express their opinions, values, and ideals regarding issues that affect the neighborhood.

Establish a method to guide the recommendations of this plan and future decisions that affect the neighborhood and the City.

500 surveys were distributed and 241 responses were returned, a 48% response rate. The full compilation of responses is included in the appendices of this document. Some of the most notable information obtained by the survey includes:

### Background Information

- 44% of the respondents have lived in the neighborhood for over 20 years
- 76% consider the shopping district to be within walking distance from their home
- Over 40% work outside of Racine County

### Retail and Business

- 70% want to see restaurants on Washington Avenue, while less than 1% do not
- 71% view the parking near businesses on Washington Avenue as convenient, and 27% would be more likely to use the businesses if it was made more convenient

## Land Use and Development

- 56% want to see park or open space on Washington Avenue
- 63% do not want to see multi-family residential on Washington Avenue

## Safety and Security

- 29% don't know if their household is part of a block watch
- Respondents most often chose "increasing property maintenance" as a method to greatly improve overall safety and security in West Racine
- Respondents most often chose "decreasing speed on their block" as important to making Racine a safer place for pedestrians

## Public Policy

- 56% are willing to become active in a block watch to decrease crime
- 32% are willing to pay higher taxes for increased ordinance enforcement
- 52% thought the City should remove the meters on parking spaces in West Racine
- 63% thought parking should be allowed on residential streets when snowfall is not an issue

## Quality of Life

- 39% perceive the quality of life in West Racine has declined in the past 5 years
- 40% feel the quality of life will remain the same over the next 5 years
- The top five reasons people choose to live in West Racine include:

Appearance of the neighborhood

Community atmosphere

Safety and security

Affordable housing

Proximity to shopping

# NEIGHBORHOOD CONCEPTS

## Development Concepts

The concepts contained within the following fold-out pages represent recommended general physical redevelopment options. Concepts focus on the business district within West Racine, because this area is most susceptible to change. This is due to issues and opportunities within the district and the overall benefit that can be derived for the entire neighborhood and City.

The three development options: A, B, and C are all concepts to consider depending contingencies during implementation of the Plan.

Specific streetscaping details are discussed in the following section *Recommended Activities*, but the underlying concepts for all three options include:

- Facilitate the expansion of the Piggly Wiggly grocery store.
- Create amenities that will enhance neighborhood character, identity, and safety such as crosswalks, lighting, landscaping, etc. Limit significant landscaping to side streets and edges of parking lots.
- Provide convenient, continuous access to orderly parking.
- Improve rear building entry conditions through the creation of a landscaped edge along the alleys.
- Replace underutilized greenspaces at the east end of Washington with more clearly defined gathering spaces.
- Replace existing buildings on the south side of Washington between Blaine Avenue and West Boulevard. One of these new buildings would be

well suited as a restaurant with outdoor dining.

- Require significant architecture at the corners of Washington and West as a prominent gateway into the neighborhood.

The three concepts account for various contingencies in the implementation process. Following is a summary of the differences in each option:

### Concept A

This option assumes that Osco Drug remains where it is and Piggly Wiggly expands and rebuilds to meet the northeast corner of Washington and Blaine. Entrances for the new store would be on the corner, as part of a significant architectural feature, and along Blaine (which would become a private drive in front of the store). Significant green spaces would be created on both sides of Washington to be used for outdoor dining and gathering of residents and visitors.

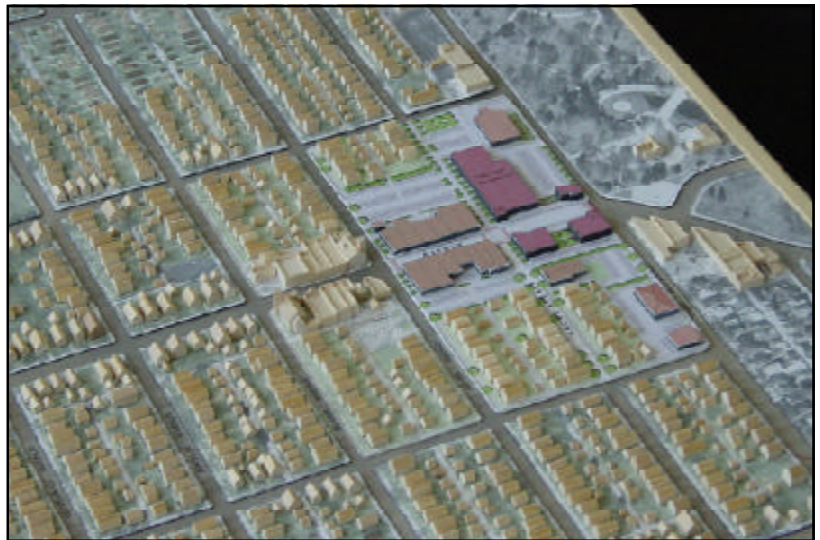
### Concept B

Osco Drug relocates to the northeast corner of Washington and Blaine first (with side and rear parking), then Piggly Wiggly expands to the east of its current location. A green space would be located on the south side of Washington.

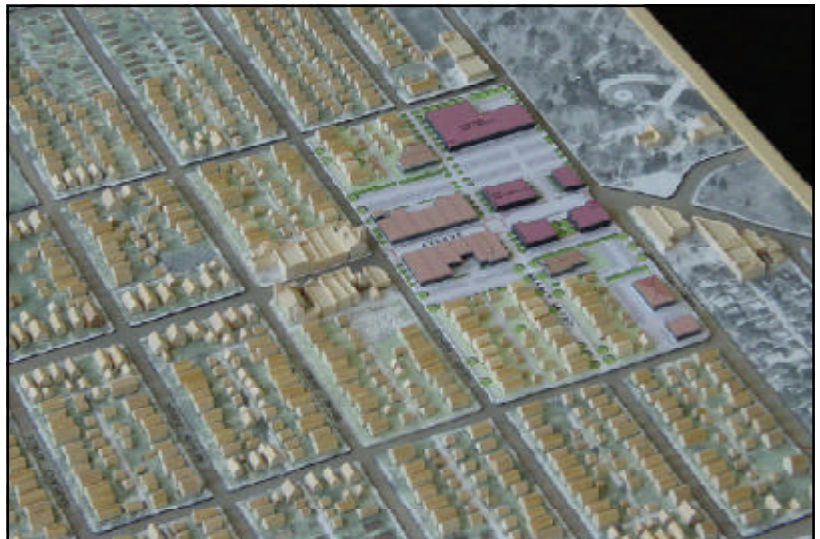
### Concept C

Osco Drug relocates to south side of Washington Avenue (with side and rear parking) and Piggly Wiggly expands to the east of its current location. Existing buildings on the north side of Washington remain. In this concept, the new building on the northwest corner of Washington and West would make an ideal restaurant with the adjacent green space.

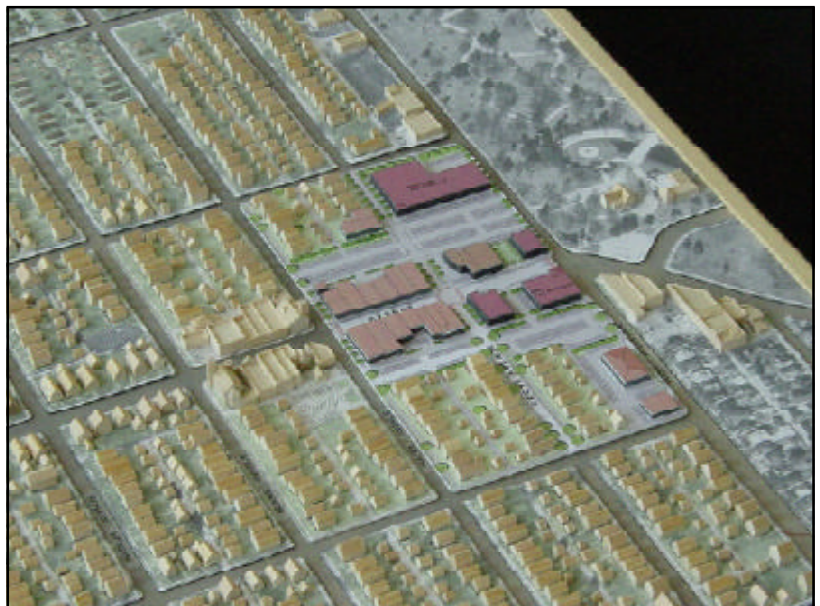
*Plans for the properties within the West Racine study area on the southeast corner of Washington Avenue and West Boulevard were unclear throughout this process. This corner is significant to the physical, social, and economic composition of the neighborhood and should also be considered in the future as a potential redevelopment opportunity. Redevelopment should follow the Design Guidelines outlined in the implementation section of this document.*



**Concept A**



**Concept B**



**Concept C**





*These images depict possible 'before' and 'after' conditions within West Racine. The view is from the southwest corner of Washington and Grove Avenues looking northeast. The 'after' image is intended to depict an example of desirable future conditions.*







*West Racine Neighborhood*  
• Design Option A •



*West Racine Neighborhood*  
• Design Option B •







*West Racine Neighborhood*  
• Design Option C •

# IMPLEMENTATION

## Recommended Activities

Following are specific recommendations for revitalization of the West Racine Neighborhood. Recommendations for physical improvements focus on the business district, where they will serve as a catalyst for long-term economic stability and identity within the surrounding neighborhood.

Recommendations are divided into three categories: *Redevelopment Area, Parking and Streetscape District, and Neighborhood Programs.*

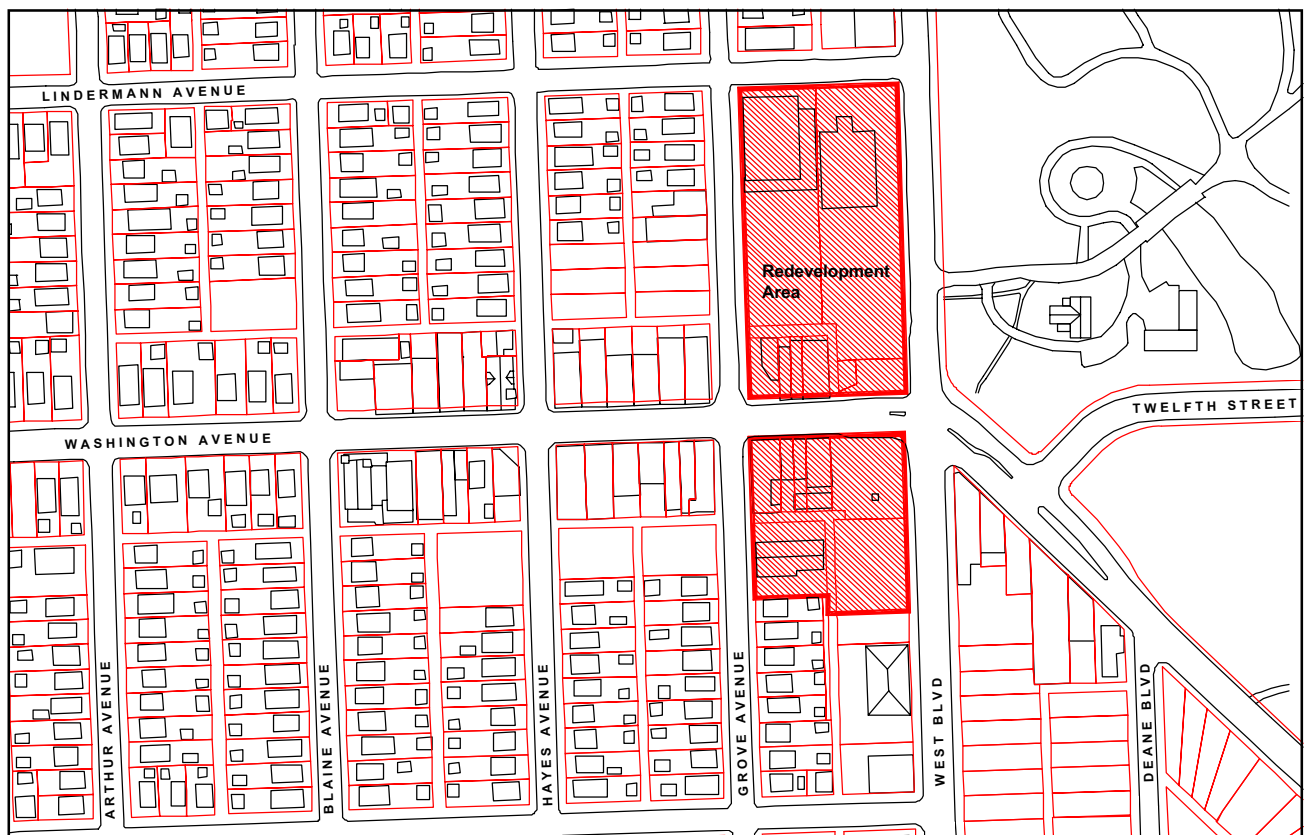
### 1 Redevelopment Area

The map below refers to the recommended Redevelopment Area boundaries. As a result of this neighborhood plan, the City of Racine should develop a Redevelopment Area Plan for the specific

area shown in red. The purpose of a Redevelopment Area Plan is to identify blighted properties and plan for their reuse to achieve revitalization. The term 'blighted' can mean any number of things including: deteriorated, obsolete, inadequate lot layout (in relation to size, accessibility, or other improvements), or otherwise, substantially impairs or arrests the sound growth of the community.

The land recommended for this area is included for the following reasons:

- The strategic, focused redevelopment of this area will serve as a catalyst to other neighborhood revitalization efforts, both public and private.



**Redevelopment Area**

- The Piggly Wiggly grocery store is currently undersized. Expansion of the store would allow a larger selection and inventory of products. Building/ expanding a new store on the site would also provide an opportunity for a structure of improved architectural quality. Ensuring that a grocery remains in the neighborhood is vital to the continued stability of the business district and surrounding community.
- City parks currently occupy both the northwest and southwest corners of Washington Avenue and West Boulevard. This is currently underutilized as public space and would be better reconfigured and sited elsewhere in the area. The highly visible corners are economically suited for retail use. Locating well-designed structures on these corners would also establish a prominent gateway into the neighborhood.
- Building exteriors and interiors of buildings along Washington Avenue are in poor condition and in need of improvements. Costs of physical improvements may be economically infeasible. Like many others in the district, the configuration of retail spaces are obsolete, designed to store more inventory than is needed today. Stores are leasing more space than is necessary.
- Off-street parking for businesses on the south side of Washington Avenue between Grove and West is currently not adjacent to the site. Providing convenient parking options is essential to the success of business.

The Redevelopment Area Plan should include at least the following information:

- Legal description of the area.
- Goals and objectives of the effort.

- Outline of existing conditions including use listings by parcel.
- Planned uses for the site. These uses should reference the three possible development concepts prepared for this Neighborhood Plan.
- Present and potential equalized value for the area.
- Finance mechanisms
- Performance standards for developer's agreements to ensure quality development that meets the community's vision.
- Blighted area findings by parcel.

## 2 Parking and Streetscape District

The map to the right shows (in blue) general boundaries of the recommended parking and streetscape districts. The three categories: *Main Streets*, *Side Streets*, and *Parking* are used to organize recommendations within the area. These specific recommendations outline the details of the three development concepts.

These improvements are intended to enhance the existing character and quality of the neighborhood in terms of aesthetics, traffic-calming, and convenience. The goal is to ensure that West Racine remains a safe, vibrant destination place for residents and visitors to gather.

### Main Streets

This category includes Washington Avenue and West Boulevard. The sidewalks on Washington Avenue are particularly narrow and do not lend themselves to extensive landscaping, and this lack of landscaping (trees) does allow passers-by to clearly view business signage. Decorative street lighting currently exists, though at a scale

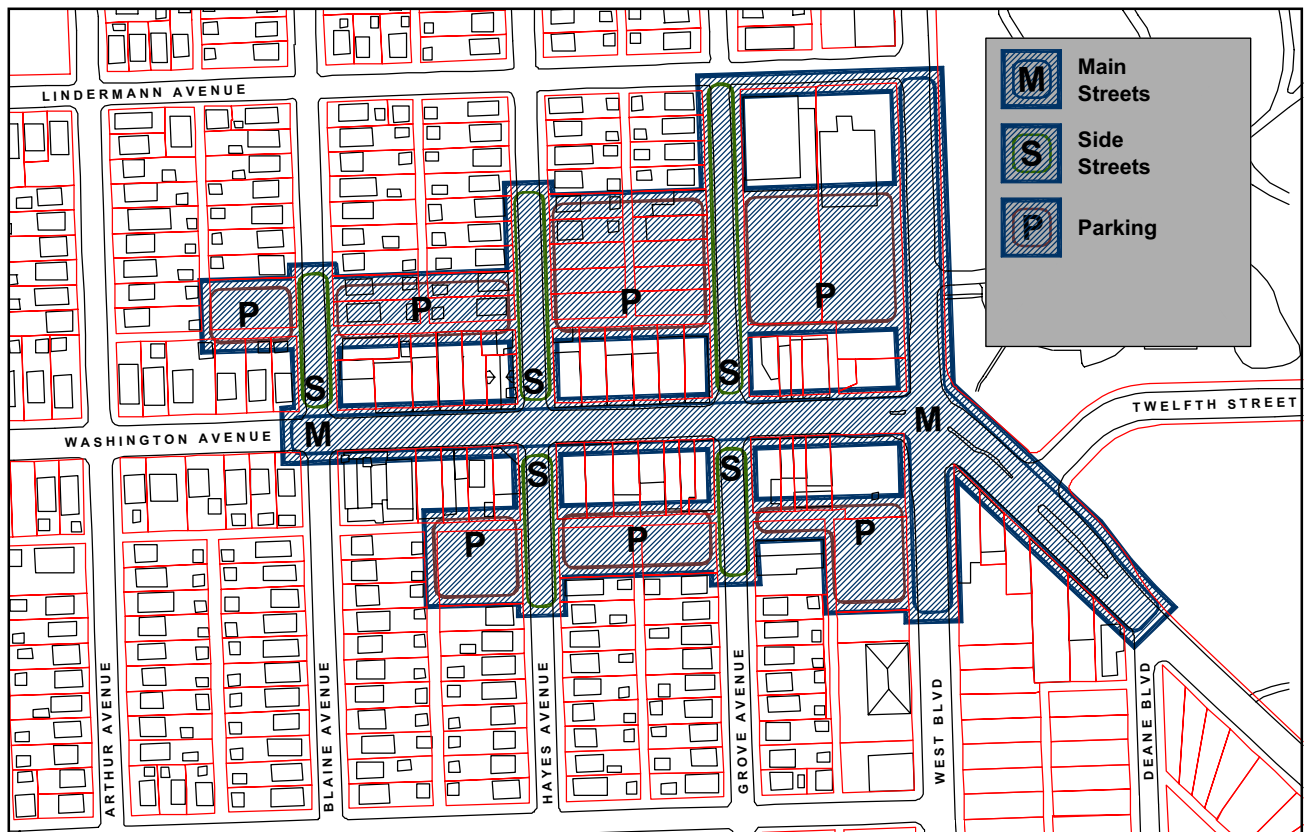


that relates more to the automobile than the pedestrian due to the excessive height. Building facades are generally in good condition, but many could use upgrading including signage. The following recommendations relate to development concepts A, B, and C in the previous section:

- Use textured, decorative paving in intersections as a mechanism to:
  - Slow traffic through a change in materials and road texture.
  - Create a safer area for pedestrians to cross the street.
  - Create gateway features that add to the overall character and identity of the neighborhood.
- Use decorative paving on Washington Avenue between Grove Avenue and West Boulevard. This block (as discussed in the

Redevelopment Area recommendations offers unique opportunities for creating a distinct place within West Racine. Locating new buildings slightly further back from the road and increasing the width of sidewalks in this area will help develop a particular gathering place within the neighborhood and create opportunities for outdoor dining and community events.

- Extend the sidewalk into the street at the intersections (bump-outs) on the north side of the road where there is a dedicated parking lane to:
  - Lessen the amount of road width a pedestrian must cross to get to the other side of the street.
  - Create the perception of a narrower street to slow traffic.



**Parking and Streetscape Districts**

- When existing street lights need replacement, install pedestrian-scale, decorative street lights that range no taller than 15 feet. Appropriately spaced, these will provide adequate light to the roadway and sidewalks. Elements associated with the lights should include:

- Decorative banners that contribute to the identity of the neighborhood, advertise neighborhood events, or celebrate seasonal changes.
- Accent lighting that highlights building facades, architectural elements along the street, and public spaces.
- Flower baskets that add color, variety, and soften the street experience.
- Locked electrical outlets for seasonal lighting and special event usage.

These elements should be considered as additions to the existing street lights as well.

- Attractive, simple signage denoting the location of off-street parking should be placed.

The cost of these features vary. Decorative paving, for example, includes stamped asphalt, stamped concrete, and brick pavers that increase respectively in cost and require different forms of long-term maintenance. The cost of stamped, colored asphalt or concrete is comparable with the cost of standard asphalt or concrete in roadways.

Other decorative elements such as street lighting also vary in cost depending on the materials (concrete, aluminum, iron, etc.) and added features (banners, flower baskets, etc.).

### **Side Streets**

The side streets provide an opportunity to add

and enhance natural landscape elements along the public right-of-way that Washington Avenue does not, because the public sidewalks are wider and business signage will not be obstructed by trees. Improvements should include:

- Placement of trees between the sidewalk and roadway in a regular pattern to create a rhythm that enhances the street edge. Tree grates should also be used to protect tree roots and add to the visual interest of the public environment.
- On-street parking modifications. Typically, parallel parking spaces are 25 feet in length due to space needed for maneuvering in and out. Spaces of 18 feet, however, can be used if a 7-foot maneuvering zone is shared by two spaces. Whereas two spaces normally require 50 feet of street space, the alternative method only requires 43 feet. This is recommended as a means of achieving additional on-street parking spaces.
- ‘Bump-out’ curbs where off-street parking lots and the business district end and residential lots begin to create a buffer between uses.
- See also recommendations for street lights in previous category: *Main Streets*.

### **Parking**

Off-street parking areas within the neighborhood are critical in providing customers and visitors a convenient place to park. Continuity of access between lots and a clean, inviting atmosphere should be maintained. Following are specific recommendations for these areas:

- Create an attractive, landscape buffer between the parking area and residential lots consisting of trees and either hedges or an ornamental garden wall.
- Develop an orderly, landscaped edge between

the parking area and the rear of commercial buildings where possible. This element will provide uniformity and aesthetic enhancement to the alleys. Like the buffers between parking areas and residential lots, these edges should consist of trees and either hedges or decorative garden walls. Rear entrances for customers into buildings are encouraged for added convenience.

- Create an off-street parking area behind the businesses on the north side of Washington Avenue between Blaine and Hayes Avenues. This will provide greater continuity and convenience of travel between lots and closer proximity to off-street parking for these businesses.
- Allow on-street parking on both sides of streets except when prohibited by snowfall.

### 3 Neighborhood Programs

The following recommended programs and policies are divided into two categories: *Social/Economic* and *Physical Improvement*:

#### **Social/Economic**

- Business Improvement District (BID) creation

The West Racine Business Association should explore the creation of a BID as an organization to manage, promote, and maintain the district as well as finance improvements.

As a first step, the potential for fund generation through a BID in West Racine should be explored and evaluated.

Depending on how improvements to the district affect different businesses, differential assessments (primary and secondary) could be made to raise funds.

A BID office within a neighborhood church would provide a base for operations and community interaction.

- Retail marketing program

These recommendations are summarized from opportunities presented within the Market Analysis prepared by BDI within this plan. They include:

- Allow for restaurant recruitment. This includes revising or replacing current restrictions on the sale of open liquor. Restrictions should include hours of operation for such restaurant(s), requirements of sit-down dining, liquor to be sold with meals, etc. Specific action steps are outlined in the Market Analysis *opportunities*.
- Create a recruitment program that makes it easier to find retail tenants for ground floor businesses and provides a healthy mix of local, regional, and national businesses.
- Develop an image campaign that builds on the area strengths. The *Racine County Strategic Economic Development Plan: April 2002* offers county-wide strategies including (A) the implementation of a program/process which leads to engaged community leaders, (B) the development of a sustained internal marketing campaign to promote a positive image, and (C) the promotion of the County regionally, nationally, and internationally.
- Create a Festival Marketplace atmosphere by offering frequent events and temporary retailing.
- Create a marketing program that expands

beyond newspaper.

- Develop a program to encourage destination shoppers from I-94.
- Expansion of block watch efforts

25% of the survey respondents belong to a block watch program in West Racine. 56% of the respondents are willing to become involved in a program. Many residents expressed concerns over increasing crime. There is clearly an opportunity to get more West Racine residents involved. As a means to promoting a continued safe neighborhood, residents should be made aware of how to get involved through flyers, community meetings, or telephone dialing service.

### **Physical Improvement**

- City housing improvement programs awareness

The City of Racine housing improvement programs are outlined as an appendix to this document. Promote these as a function of the Business Association (or through the creation of a BID) at a permanent office within the neighborhood. This would provide a visible, nearby place for residents to go for information regarding improvement programs or community information.

- Code maintenance program

As a means to ensure continued property maintenance in the neighborhood, explore the creation of an ordinance to mandate building code compliance before the sale of properties. This is a highly effective tool in other communities in promoting neighborhood character and economic stability.

- Business facade and signage program

Establish a loan program for business/building owners to upgrade building facades and signage. An approved contact list of architects and contractors should also be established and readily available to facilitate the process.

Signage should be allowed to take a variety of forms to best suit the business needs provided it is well-designed, integrated with the building facade and does not pose a danger to the public (too low in the public right-of-way, etc.) Efforts should be taken to ensure City ordinances allow this freedom.

# IMPLEMENTATION

## Priorities and Phasing

Following is a general strategy on phasing the Recommended Actions and parties responsible for implementation. The timeline elements used are:

- Initial Phase (catalyst projects and programs to be initiated within three years from Plan adoption)
- Long-term (3-5+ years from Plan adoption)
- Future Planning Efforts (tasks for future consideration)

### Initial Phase

- 1 *The Redevelopment Area Plan* should be completed as soon as possible. Redevelopment of this area will serve as a major catalyst for private improvement within the neighborhood. The Plan and actual redevelopment of the area is a function of the City of Racine, the Business Association, affected landowners, and developers. This is the project with the highest priority.
- 2 The *Neighborhood Programs* should all be initiated in some form to be in full implementation within three years. The majority of these programs are a function of the Business Association with the exception of the 'code maintenance program' which requires the cooperation of the City, and the 'expansion of block watch efforts' which will require assistance from Block Watch and the local police department.
- 3 *Intersection improvements and curb 'bump-outs'* will have a dramatic effect on the streetscape and overall character of the neighborhood. These improvements will also make pedestrian crossings easier and safer. Engineered drawings need to be completed based on the development

concepts prepared in this plan. The Business Association will need to work closely with the City of Racine to accomplish this.

- 4 *Parking lot landscaping* is important to improving the image of West Racine. This task should be handled by the Business Association
- 5 *Improvements to existing decorative lights* on Washington Avenue such as flower baskets, banners, etc. should be made and maintained by the Business Association.
- 6 *Improvements on sidestreets* including new decorative lighting, additional landscaping, and decorative lighting within parking lots should be installed incrementally by the Business Association beginning sometime in the initial phase of implementation and completed within 5-6 years of Plan adoption.

### Long-Term

- 7 *Create additional parking* on the north side of Washington between Blaine and Hayes Avenues. The task of purchasing properties and developing the lot could be facilitated through the creation of a BID and use of differential assessments depending on business proximity to the new parking.
- 8 *Installing new decorative lighting on Washington Avenue* should only be done when the current lighting needs replacement.

### Future Planning Efforts

This Plan should be reviewed and revised as necessary by the City and Business Association to address changing issues and opportunities with West Racine and the City.



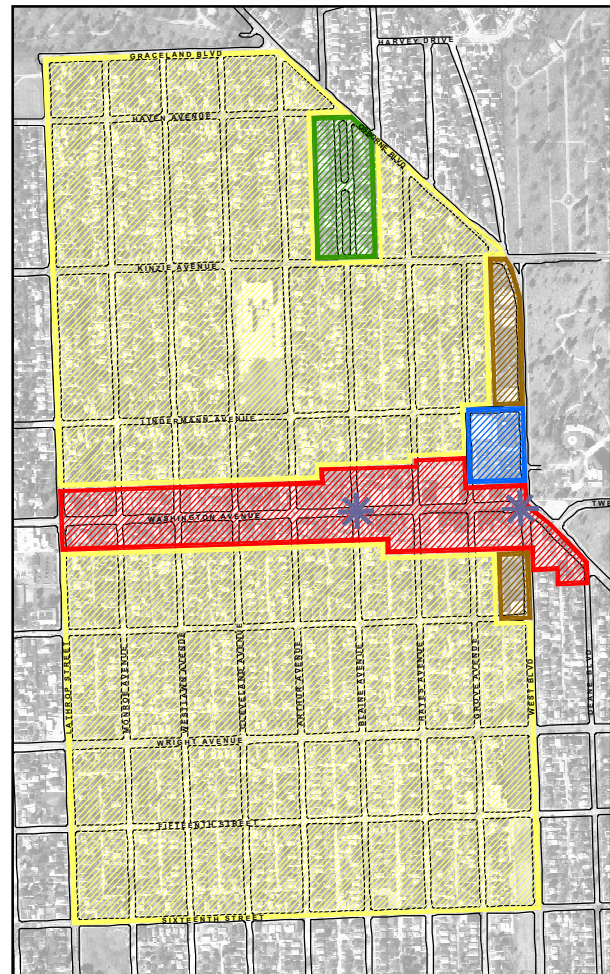
# IMPLEMENTATION

## Design Guidelines

These design guidelines should be considered as preliminary statements that should be reviewed and revised as needed. Many of the principles outlined in the guidelines are already prevalent in West Racine and are hereby reinforced. These standards are intended to be used to further guide redevelopment and property improvements within West Racine.

Each set of guidelines for Public Places is subdivided into five categories, defined as follows:

- *Visual Form* — the desired visual character of the architecture and built environment in the public realm.
- *Circulation* — appropriate patterns of vehicular and pedestrian movement and access (including parking) and the integration of these patterns with each other and public places.
- *Activities* — the integrated set of social and economic activities associated with public places, including diverse land uses that emphasize traditional values of neighborhoods.
- *Natural Environment* — the patterns of landscape and vegetation that support and complement the visual character, circulation, climate, and the intended social and economic activities of the place.
- *Maintenance and Management*— the appropriate policies and programs that maintain and manage public places for long term success.



**Main Street**



**Traditional Residential Street**



**Commercial Court**



**Boulevard**



**Market Plaza**



**Gateway**

## Main Street

Intent: The Main Streets shall be a major aspect of the social and economic life of the area. They shall be created by pedestrian scale development which accommodates automobiles.

### *Visual Form*

- Locate building fronts on property lines with no space or small spaces between buildings.
- The relationship between building and street shall be parallel or perpendicular rather than oblique or diagonal to at least one street front. Front facades shall be parallel to the street with the major roof ridges either parallel or perpendicular to at least one street front.
- Use buildings to form public places by emphasizing the shape of plazas with appropriately scaled design details and windows to enhance pedestrian travel.
- Encourage buildings with strong front facades and corresponding alignment of fenestration (openings in buildings) and ornamentation.
- Encourage large windows at ground level that allow people to see activities and goods inside.
- Side and rear facades shall be compatible with the overall building design concept and treated architecturally to avoid blank walls and monotonous elevations unless otherwise obscured from view.
- The architectural composition of building elevations shall express base, middle, and top articulation on all facades, and the base of buildings should include elements that relate to the human scale. These should include doors and windows, texture, projections, awnings and canopies, ornament, etc.
- Enhance the architectural character of the buildings through the use of natural materials and special features to define entrances, corners and links to other buildings and public places.
- Reinforce the continuity of the street with street lights, paving patterns, and streetscaping elements including street furniture, signage, and landscaping.
- Integrate the design of signs, awnings, and facade treatments with the architectural character and building arcade.
- Signs should not be directly painted on any wall, roof, or structural element of a building.
- Wall or building signs should not be located above the bottom of the second floor window line.
- Projecting signs should not extend more than 4 feet from the building.
- Any signs that are lighted shall be externally lighted. Backlit signs are not allowed.
- All signs shall be attached awning, canopy, or projecting signs. Freestanding signs shall not be permitted except along public rights-of-way (as temporary signs) and at gateways as monument signs.
- Design the ends of the Main Street to give drivers and pedestrians a strong sense of entering or leaving a distinct public place (not just “passing through”).
- Include the use of public art or strong visual elements in the Main Street corridor to establish a sense of place and develop the desired character of the area. Key points may be at the entrances, in the parking plaza, or at building corners.
- Design parking areas as hard-surfaced, public spaces with shared, visually integrated parking and pedestrian areas.
- Design parking patterns to match and reinforce the geometry of the buildings and site conditions. Different materials should be used to differentiate the travel zone from the parking and pedestrian zones.
- Use decorative lightpoles and other visual amenities to reinforce the design of public parking places.
- Shared parking facilities with connections are encouraged.
- Bicycle parking may be shared between uses and should be centrally located, easily accessible, and visible from streets or parking lots.

### *Circulation*

- Encourage street level pedestrian activity.
- Require front entries for the general public, but allow other additional side or rear entry conditions for the public.
- Use on-street parking wherever possible.
- Design the parking paving with strong visual distinctions to illustrate the flow of pedestrians and vehicles through the parking areas. The parking should appear as a continuous space of activity within the Main Street areas.
- When additional parking is needed, place parking in the back of buildings or in mid-block courtyards. Integrate these areas with the other architectural features and public space elements of the street.
- Create continuous linkages designed for pedestrian movement and bike paths between sites
- Where possible, allow a mixture of vehicles both services and customers (except frequent semi-truck deliveries).
- Locate service access in the rear and design it with landscape, screening, and features that match the surrounding architectural features and site conditions.

### *Activities*

- Locate business activity (retail goods, services, or restaurants) on the ground floor and locate additional businesses, offices, and restaurants on upper floors.
- Focus uses on higher intensity retail goods and services, but allow for occasional interspersing of institutional, office, or residential uses (especially on upper levels).
- Develop plans based on the expectation that uses in surrounding buildings will change in response to shifting markets.

### *Natural Environment*

- Plantings should be used to reinforce the geometry of the public space and signify entrances into the Main Street. The landscaping should add to the overall character and identity of the development.
- Plantings should occur on the ends or perimeter of the green spaces to allow activity to occur in the middle.
- All buffer areas, site perimeters and remaining portions of a site not devoted to driveways, parking areas, or paved work areas, should be landscaped or naturalized.
- Create significant landscapes such as groves and gardens between buildings that encourage active use.



### *Maintenance and Management*

- Follow customary procedures for maintenance and management (where property owners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure).
- Assign maintenance and management of special features (such as banners, kiosks or seating) to local property owners or businesses. Alternatively, establish financing mechanisms that provide additional funds to public agencies for maintenance and management of these features.
- Clearly define the different responsibilities of public and private entities for maintenance and management. For example, maintaining banners might be the responsibility of local property owners while maintenance of public right-of-way and infrastructure would be the responsibility of the municipality.



## Traditional Residential Street

Intent: Residential Streets shall create a pleasant public “space” for surrounding residents. The streets should provide a network of circulation options.

### *Visual Form*

- Design lots and buildings to form a single street edge with a uniform sight line, setbacks, and evenly spaced buildings. The buildings on each side of the street should collectively create a continuous alignment. This does not mean, however, that all projections or recesses from the front facade must be prohibited.
- Establish setbacks for new housing that respond to the existing setbacks on either side of, and across the street from new development. Setbacks should be measured from the property line and should not differ more than 5'-0" from adjacent setbacks.
- Garages shall not be the prominent feature along the street and shall have a recessed side entry or detached garage in the rear.
- Establish lot widths similar to surrounding sites. Create a symmetrical street cross-section and repetitive visual rhythm that reinforces the public space of the street and the perception of the street as a simple, unified public space.
- Create a strong visual order using parallel, rhythmic planting of shade trees and street lights.
- Maintain constant building heights on each edge of the street.
- Enforce criteria established for architectural materials, fenestration, roof pitches, and porches that match the character of the surrounding houses. Due to the variety of styles in the neighborhood these criteria will vary from project to project.
- Design corner lots such that the residential structure creates an effective facade along both streets and, if possible, use a garage or small residential structure to front the side street.

### *Circulation*

- Design the street system in a way that slows traffic.
- Allow for parallel parking on the street.
- Layout streets to link with streets from adjacent blocks.
- Encourage the use of narrow driveways if alleys are not used.
- Encourage sidewalks and pedestrian paths.

### *Activities*

- Allow a mix of single-family and two-family residential development. Small-scale multi-family residential development should be allowed on arterial streets and near commercial uses.
- Encourage integration of community uses, especially where residential streets connect to other public spaces such as squares or plazas.

### *Natural Environment*

- Plant three to four tree species in a simple alternating rhythm along the street.
- Preserve existing environmental features on or around the site. Use the features as an amenity for the neighborhood, for example, existing hedgerows are preserved to create a tree-lined street and natural gateways into neighborhoods.

### *Maintenance and Management*

- Follow customary procedures for maintenance and management (in which property owners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure).



## Commercial Courts

Intent: Create visually appealing commercial areas with greater visual harmony and compatibility between commercial sites

### *Visual Form*

- Enhance the architectural character of the buildings through the use of natural materials and special features to define entrances, corners and links to other buildings and public places.
- Use buildings to form public places by emphasizing the shape of plazas and connecting to pedestrians with appropriately scaled design details and windows.
- Design off-street parking lots as public places through the use of simple geometric forms, strong edges, lot widths of less than 200', paving patterns, and separate pedestrian walkways.
- Establish visual edges along side yard property lines with landscaping and fencing.
- Design roadside entries as visually prominent gateways that have adjacent, but distinct vehicular and pedestrian entrances.
- Encourage uniform, attractive roadside signage that has a distinct base, middle and top with the content displayed in the middle portion.
- Create strong edges using landscape elements on major circulation routes that cross open areas on larger lots.
- Use light poles and other visual amenities to reinforce the design of public places.

### *Circulation*

- Encourage vehicular links between sites that contain off-street parking.
- Create continuous linkages designed for pedestrian movement and bike paths between sites.
- Facilitate future redevelopment with simple, orthogonal road patterns on larger lots.
- Make service areas attractive as components of public areas or visually separated from such areas through the use of fences and hedges.

### *Activities*

- Link building interiors to the outdoors by promoting ground-level views into the building
- Allow for mixed-uses to create an active environment throughout the day
- Encourage outdoor activities and events including retail activities in the parking areas, seasonal events, temporary structures and outdoor eating and gathering spots.

### *Natural Environment*

- Create significant landscapes such as groves and gardens between buildings that encourage active use.
- Encourage the use of paving systems that allow for easy road drainage.
- Encourage landscape continuity by limiting the number of tree and shrub species
- Incorporate existing trees into the development wherever possible.
- Discourage artificial berms and similar artificial topographic changes that appear artificial.

### *Maintenance and Management*

- Encourage the use of materials that are durable and easy to maintain.
- Follow customary procedures for maintenance and management (where property owners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure).
- Assign maintenance and management of special features (such as banners, kiosks or seating) to local property owners or businesses. Alternately, establish financing mechanisms that provide additional funds to public agencies for maintenance and management of these features.



## Boulevard

Intent: The boulevard shall be a prestigious, distinctive street in the neighborhood. It should be a beautiful and safe experience for both vehicles and pedestrians.

### *Visual Form*

- Create a strong visual order using parallel, rhythmic planting of shade trees and street lights.
- Maintain a divided roadway with landscaped center islands that have simple semicircular ends.
- Allow the width and planting pattern for center islands to vary according to available space, but keep the plantings low so there is visual access over the boulevard.
- Design adjacent buildings and yards to form a single street edge with a uniform sight line and setbacks. Buildings should be evenly spaced.
- Garages shall not be the prominent feature along the street and shall have a recessed side entry or be detached in the rear.
- Maintain relatively constant building heights on each side of the boulevard.
- A boulevard should end in a public space. For example, a public square or gateway.

### *Circulation*

- Slow traffic while creating a higher quality and pleasant driving experience.
- Create an attractive pedestrian experience.
- Allow for parallel parking on the residential side of the driving lane.
- Plan curb cuts and crossovers through the center island at intersections with Traditional Residential Streets while maintaining the boulevard's image.

### *Activities*

- Use the boulevard to create a prestigious and distinctive image for the area.
- Encourage integration of community uses, especially where the boulevard connects to other public places such as squares or plazas.
- Use the center island for activities that compliment adjacent activities, such as ornamental features to enhance the image of the residential neighborhood.

### *Natural Environment*

- Plant three to four tree species in a simple alternating rhythm on the edges of the boulevard. The center island may include low planting areas for flowers.
- Use very few ornamental trees or shrubs at focal points and plant them in ways that fit the geometric order of the boulevard.

### *Maintenance and Management*

- Follow customary patterns of maintenance and management — property owners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure.
- Encourage the maintenance and management of special elements such as ornamental features, by local property owners, a neighborhood association, business group, or homeowners association.
- Where possible, assign maintenance and management of the center island to local property owners. Alternatively, establish financing mechanisms that provide additional funds to public agencies for maintenance and management of the center island.



## Market Plaza

Intent: A Market Plaza shall be an open space for pedestrians and automobiles created by a strong sense of enclosure. The plaza should be a memorable “place” created by the design of the hard-surface and surrounding vertical elements.

### *Visual Form*

- Define a strong public space with a continuous wall of buildings, fences, and structures with openings at key locations for vehicles and pedestrians.
- Allow surrounding buildings to vary in height but give visual prominence to the most important structures.
- Shape plazas either as simple geometric forms or as irregular polygons created by the evolution of the surrounding buildings.
- Design plazas as hard-surfaced, public spaces with shared, visually integrated parking and pedestrian areas as the primary focus and occasional landscape elements or sculptural features located along the edges.
- Use paving patterns to reinforce the shape of the plaza as well as the parking and circulation patterns. Create geometries that give the space greater visual order.
- Place vertical elements along the edges so they mark entrances and can be seen easily when approaching the plaza.
- Provide sites for temporary structures that can be used for daily, weekly, or seasonal events. For example, a temporary structure could be located along the northern edge of the grocery Market Plaza for selling flowers, pumpkins, or Christmas trees.
- Include specific opportunities for the creation of public art that support the relationship of the plaza to its neighborhood — visually, symbolically, or functionally.

### *Circulation*

- Encourage pedestrian and vehicular movement along the edges of plazas and leave the center relatively open for parking, pedestrian movement, and planned events.
- Design the plazas to give drivers and pedestrians a strong sense of entering or leaving a distinct public place, not just “passing by.”
- Design parking patterns to match and reinforce the geometry of the plaza, while accommodating the City parking ratio requirements.

### *Activities*

- Along the edges, focus uses on higher intensity retail goods and services, but allow for occasional interspersing of institutional, office, or residential uses (especially on upper levels).
- Encourage large windows at ground level that allow people to see activities and goods inside.

- Integrate the design of signs, awnings, and facade treatments with the architectural character and style of the plaza.
- Develop plans based on the expectation that uses in surrounding buildings will change in response to shifting markets.
- Encourage the use of plazas as locations for shared activities in addition to parking and pedestrian movement, such as informal gatherings, posting of information, public art, and other neighborhood social functions.
- Encourage the development of plazas as symbolic centers for the City.

### *Natural Environment*

- Allow occasional tree groupings along the edges to create areas to relax, that reinforce the edge, or improve the pedestrian environment.
- Use the landscape to moderate the microclimate. For example, the trees along the east edge of the grocery Market Plaza may be a mix of coniferous and deciduous trees to provide a windbreak, visual interest and variety, and define the edge of the space.

### *Maintenance and Management*

- Where possible, assign maintenance and management of market plazas to local property owners, businesses, or neighborhood associations. Alternatively, establish financing mechanisms that provide additional funds to public agencies for maintenance and management of the plaza.
- Clearly define the different responsibilities of public and private entities for maintenance and management. For example, snow removal might be the responsibility of local property owners while maintenance of street lighting and other elements typical of standard streets could be delegated to public agencies.
- Assign maintenance and management of special features, such as banners, seating, or temporary structures, to property owners or business association.
- Use materials that can be repaired easily in case of vandalism or graffiti.



## Gateway

Intent: Gateways shall signal the entrance into the neighborhood. They should serve as a feature and be designed to emphasize the transition into significant streets or developments.

### *Visual Form*

- Create strong vertical elements located symmetrically on each side of the street. These elements should be sufficiently large so they are perceived as a unified visual composition on both sides of the street.
- If possible, create a strong, low visual element in the center of the right-of-way using a circular, semi-circular, or other simple geometry.
- Use gateways to signify the entrance into the neighborhood and individual neighborhoods.
- Use building forms, landscaping, topography, or environmental features to form the gateway.
- Reinforce the shape of the gateway with trees, plantings, and street lights.
- When appropriate for local activities, use banners, flags, or other colorful elements that make the gateway a special place.
- Coordinate other features, such as traffic signs or landscaping, to emphasize the gateway.

### *Circulation*

- Use gateways as symbolic and psychological entries but not as securable fences. Public gateways should not limit public access.
- Slow traffic while creating a higher quality, pleasant driving experience, and attractive pedestrian experience.
- A gateway may be something you pass, go through, or go under.

### *Activities*

- Use gateways to connect important streets, such as the Main Street, to major arterials or neighborhood through-streets.
- Use gateways to establish the beginning or end points for significant streets or new developments in a way that adds prestige, status, and value to the street.
- Use gateways to increase the pride of local residents in the street and the likelihood that they will be more watchful of issues related to public safety and security on the street.

### *Natural Environment*

- Plant trees on the edges of gateways in a manner that is visually and geometrically consistent with the plantings along the streets. Planting patterns should reinforce gateways as extensions of surrounding streets and public places.
- Use small ornamental trees or plantings in symmetrical patterns that reinforce the geometry of the street planting. They should not, however, dominate the pattern of street trees.
- Use hedges to continue the geometric pattern of walls and the edges of the gateway as a public place.

### *Maintenance and Management*

- Follow customary patterns of maintenance and management (in which homeowners maintain the pedestrian areas in the right-of-way and public agencies maintain and manage the infrastructure).
- Encourage the maintenance and management of special elements such as columns and ornamental fencing, by local property owners, a neighborhood association, business group, or homeowners association. Alternatively, establish financing mechanisms that provide additional funds to public agencies for maintenance and management of the gateway.
- Use materials that can be repaired easily in case of vandalism or graffiti. For example, some elements can be designed with materials that can be cleaned or repainted easily.





# APPENDICES

## West Racine Market Study Data

Prepared by:

Business Districts, Inc.

### Executive Demographic Report

Date: June 21, 2001

#### Population

The current year population in your selected geography is 4,487. The population has changed by -8.18% since 1990. It is estimated that the population in your area will be 4,256 five years from now, which represents a change of -5.15% from the current year. The current population is 47.83% male and 52.17% female. The median age of the population in your area is 34, compare this to the US average which is 35.

#### Households

There are currently 1,859 households in your selected geography. The number of households has changed by -3.63% since 1990. It is estimated that the number of households in your area will be 1,778 five years from now, which represents a change of -4.36% from the current year. The average household size in your area is 2.41 persons.

The median number of years in residence for your geography's population is 5.11. The average household size in your geography is 2.42 people and the average family size is 2.97 people. The average number of vehicles per household in this geography is 1.9.

#### Income

The current year median household income for your selected geography is \$41,629, compare this to the US average which is currently \$43,458. The median household income for your area has changed by 33.06% since 1990. It is estimated that the median household income in your area will be \$47,529 five years from now, which represents a change of 14.17% from the current year.

The current year per capita income in your area is \$18,162, compare this to the US average, which is \$20,972. The current year average household income in your area is \$43,837, compare this to the US average which is \$55,429.

#### Race & Ethnicity

The current year racial makeup of your selected area is as follows: 93.83% White, 3.70% Black, 0.40% Native American, 0.51% Asian/Pacific Islander and 1.56% Other. Compare these to US averages which are: 78.42% White, 12.69% Black, 0.85% Native American, 4.15% Asian/Pacific Islander and 3.90% Other.

People of Hispanic origin are counted independently of race. People of Hispanic origin make up 4.01% of the current year population in your selected area. Compare this to the US average of 12.10%.

#### Housing

The median housing value in your area was \$53,615 in 1990, compare this to the US average of \$94,147 for the same year. In 1990 there were 1,354 owner occupied housing units in your area. Also in 1990 there were 575 renter occupied housing units in your area. The median rent at the time was \$330.

#### Employment

For the current year there are 3,430 people over the age of 16 in your population. Of these 72.36% are employed, 1.60% are unemployed, 25.98% are not in the labor force and 0.06% are in the armed forces.

For this area in 1990 61.18% of employees were employed in white-collar occupations and 38.78% were employed in blue-collar occupations. In 1990 unemployment in this area was 2.29%.

Current year data is for the year **2000**, 5 year projected data is for the year **2005**..

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**Demographic Detail Report**

Date: June 21, 2001

**Population - Current Year**

Male Population	2,146
Male Population	47.8%
Female Population	2,341
Female Population	52.2%
Median Age	34.1
Population Density	9,157

**Population - Trend**

90 Census	4,887
Current Year	4,487
5 Year Projected	4,256
Change 90 to CY	-8.2%
Change CY to 5Y	-5.1%

**Employment & Establishments- Current Year**

Employees/Daytime Population	786
Total Establishments	136

**Households - Trend**

90 Census	1,929
Current Year	1,859
5 Year Projected	1,778
Change 90 to CY	-3.6%
Change CY to 5Y	-4.4%
Average HH Size	2.41

**Households - 90 Census**

Total Households	1,929
Average Household Size	2.53
Married Households w/ Children	586
Married Households w/ No Children	499
Nonfamily Households w/ Children	024
Households - 1 Person	517
Households - 2 People	581
Households - 3 People	347
Households - 4 People	324
Households - 5 People	116
Households - 6+ People	44

**Households - Current Year**

Total Households	1,859
Average Household Size	2.42
Average Family Size	2.97
Married Households w/ Children	536
Married Households w/ No Children	473
Nonfamily Households w/ Children	037
Households - 1 Person	527
Households - 2 People	558
Households - 3 People	321
Households - 4 People	304
Households - 5 People	114
Households - 6+ People	35

**Households - 5 Year Projected**

Total Households	1,778
Average Household Size	2.39
Average Family Size	2.94
Married Households w/ Children	517
Married Households w/ No Children	436
Nonfamily Households w/ Children	050
Households - 1 Person	514
Households - 2 People	533
Households - 3 People	303
Households - 4 People	287
Households - 5 People	107
Households - 6+ People	34

**Housing - 90 Census**

Owner Occupied Housing Units	1,354
Renter Occupied Housing Units	575
Seasonal Occupied Housing Units	4
Vacant Units	41
Total Housing Units	1,970

**Housing - Current Year**

Owner Occupied Housing Units	1,325
Renter Occupied Housing Units	534
Vacant Units	48
Total Housing Units	1,907

**Housing - 5 Year Projected**

Owner Occupied Housing Units	1,274
Renter Occupied Housing Units	504
Vacant Units	47
Total Housing Units	1,825

**Vehicles - Current Year**

Total Vehicles	2,971
Households with 0 Vehicles	97
Households with 1 Vehicle	810
Households with 2+ Vehicles	952
Average Vehicles Per Household	2
Current Year Vehicles	2,971
Change in Total Vehicles 90 to CY	-4.7%

**Race - 90 Census**

White	97.1%
Black	1.2%
American Indian/Eskimo	0.4%
Asian/PI	0.2%
Other Race	1.2%

**Ethnicity - 90 Census**

Hispanic	2.9%
Non Hispanic	97.1%

**Race - Current Year**

White	93.8%
Black	3.7%
American Indian/Eskimo	0.4%
Asian/Pacific Islander	0.5%
Other Race	1.6%

**Ethnicity - Current Year**

Hispanic	4.0%
Non Hispanic	96.0%

**Population by Age - Current Year**

Age 0 to 5	7.2%
Age 6 to 13	13.3%
Age 14 to 17	6.2%
Age 18 to 24	7.7%
Age 25 to 34	15.8%
Age 35 to 44	17.4%
Age 45 to 54	17.4%
Age 55 to 64	6.6%
Age 65 to 74	7.0%
Age 75 to 79	2.9%
Age 80 to 84	2.5%
Age 85 Plus	1.6%
Median Age	34.1

**Male Population by Age - Current Year**

Male Population	2,146
Age 0 to 5	7.5%
Age 6 to 13	14.2%
Age 14 to 17	6.7%
Age 18 to 24	7.9%
Age 25 to 34	16.0%
Age 35 to 44	18.1%
Age 45 to 54	11.7%
Age 55 to 64	6.2%
Age 65 to 74	6.2%
Age 75 to 79	2.3%
Age 80 to 84	2.1%
Age 85 Plus	1.0%
Median Age	32.8

**Female Population by Age - Current Year**

Female Population	2,341
Age 0 to 5	7.0%
Age 6 to 13	12.4%
Age 14 to 17	5.6%
Age 18 to 24	7.5%
Age 25 to 34	15.7%
Age 35 to 44	16.7%
Age 45 to 54	11.7%
Age 55 to 64	7.0%
Age 65 to 74	7.9%
Age 75 to 84	3.5%
Age 85 Plus	2.1%
Median Age	35.0

**Income - Current Year**

Median HH Income	\$41,629
Per Capita Income	\$18,162
Average HH Income	\$43,837

**Household Income - Current Year**

Less than \$9,999	4.0%
\$10,000 - \$14,999	4.2%
\$15,000 - \$24,999	16.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	21.9%
\$50,000 - \$74,999	30.0%
\$75,000 - \$99,999	8.1%
\$100,000 - \$124,999	1.5%
\$125,000 - \$149,999	0.3%
\$150,000 Plus	0.3%

**HH Income Age 15 to 24 - Current Year**

Less than \$9,999	3
\$10,000 to \$14,999	4
\$15,000 to \$24,999	22
\$25,000 to \$34,999	11
\$35,000 to \$49,999	13
\$50,000 to \$74,999	17
\$75,000 to \$99,999	3
\$100,000 Plus	0

**HH Income Age 25 to 34 - Current Year**

Less than \$9,999	9
\$10,000 to \$14,999	13
\$15,000 to \$24,999	72
\$25,000 to \$34,999	55
\$35,000 to \$49,999	67
\$50,000 to \$74,999	98
\$75,000 to \$99,999	59
\$100,000 Plus	3

**HH Income Age 35 to 44 - Current Year**

Less than \$9,999	16
\$10,000 to \$14,999	14
\$15,000 to \$24,999	45
\$25,000 to \$34,999	60
\$35,000 to \$49,999	122
\$50,000 to \$74,999	174
\$75,000 to \$99,999	21
\$100,000 Plus	17

**HH Income Age 45 to 54 - Current Year**

Less than \$9,999	14
\$10,000 to \$14,999	7
\$15,000 to \$24,999	34
\$25,000 to \$34,999	44
\$35,000 to \$49,999	66
\$50,000 to \$74,999	111
\$75,000 to \$99,999	12
\$100,000 Plus	16

**HH Income Age 55 to 64 - Current Year**

Less than \$9,999	4
\$10,000 to \$14,999	3
\$15,000 to \$24,999	32
\$25,000 to \$34,999	28
\$35,000 to \$49,999	56
\$50,000 to \$74,999	59
\$75,000 to \$99,999	9
\$100,000 Plus	0

**HH Income Age 65 to 74 - Current Year**

Less than \$9,999	8
\$10,000 to \$14,999	16
\$15,000 to \$24,999	41
\$25,000 to \$34,999	21
\$35,000 to \$49,999	32
\$50,000 to \$74,999	47
\$75,000 to \$99,999	30
\$100,000 Plus	0

**HH Income Age 75 Plus - Current Year**

Less than \$9,999	21
\$10,000 to \$14,999	20
\$15,000 to \$24,999	57
\$25,000 to \$34,999	31
\$35,000 to \$49,999	51
\$50,000 to \$74,999	52
\$75,000 to \$99,999	16
\$100,000 Plus	3



**Employment by Occupation Type - 90 Census**

White Collar Occupations	61.2%
Blue Collar Occupations	38.8%

**Employment by Occupation - Current Year**

Employed Pop. - Age 16 Plus	3,430
Administrative Support/Clerical	17.8%
Executive, Admin & Managerial	9.1%
Handlers, Cleaners & Helpers	4.7%
Machine Operators & Assemblers	7.2%
Materials	1.5%
Primary	0.3%
Private Household Service	0.0%
Production	13.9%
Professional Specialty	14.9%
Protective Service	1.9%
Sales	12.8%
Services	11.2%
Technicians & Support	4.8%

**Educational Attainment - Current Year**

Population - Age 25 Plus	2,945
Less than 9th Grade	3.3%
9th - 12th Grade	7.7%
High School Graduate	28.5%
Some College, No Degree	21.5%
Associate Degree	13.7%
Bachelor's Degree	19.3%
Graduate or Prof. Degree	6.1%

**Marital Status - Current Year**

Age 15+ Population - Age 15 Plus	3,430
Divorced	10.4%
Married	56.8%
Never Married	24.9%
Separated	1.4%
Widowed	6.5%

Current year data is for the year **2000**, 5 year projected data is for the year **2005**. Demographic data Copyright 2001 by Experian/  
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## Consumer Expenditure Report

Date: June 21, 2001

	2000 Estimate	2005 Projection	% Change 00-05
Total Households	1,859	1,778	-4.4%
Total Household Expenditure (\$000's)	\$39,470	\$42,822	8.5%
Total Retail Expenditures (\$000's)	\$16,538	\$17,927	8.4%

### Consumer Expenditures (Ave Hhld Exp)

	2000 Est.	% Total	2005 Proj.	% Total	% Change 00-05
Airline Fares	\$283	0.7%	\$307	0.7%	8.6%
Alcoholic Beverages	\$384	1.0%	\$416	1.0%	8.5%
Alimony & Child Support	\$108	0.3%	\$117	0.3%	8.6%
Apparel	\$2,158	5.5%	\$2,344	5.5%	8.6%
Apparel Services & Acces	\$282	0.7%	\$308	0.7%	8.9%
Audio Equipment	\$62	0.2%	\$67	0.2%	8.8%
Babysitting & Elderly Care	\$222	0.6%	\$240	0.6%	8.1%
Books	\$74	0.2%	\$80	0.2%	9.0%
Books & Supplies	\$107	0.3%	\$116	0.3%	8.3%
Boys Apparel	\$113	0.3%	\$122	0.3%	8.3%
Cellular Phone Service	\$65	0.2%	\$70	0.2%	9.0%
Cigarettes	\$332	0.8%	\$360	0.8%	8.3%
Computer Hardware	\$309	0.8%	\$335	0.8%	8.4%
Computer Information Svcs	\$31	0.1%	\$34	0.1%	8.7%
Computer Software	\$42	0.1%	\$46	0.1%	8.8%
Contributions	\$1,181	3.0%	\$1,283	3.0%	8.6%
Coolant & Other Fluids	\$9	0.0%	\$10	0.0%	11.2%
Cosmetics & Perfume	\$88	0.2%	\$96	0.2%	8.2%
Deodorants & Other Pers Care	\$29	0.1%	\$31	0.1%	6.9%
Education	\$689	1.7%	\$746	1.7%	8.3%
Electricity	\$1,191	3.0%	\$1,293	3.0%	8.6%
Entertainment	\$2,069	5.2%	\$2,247	5.2%	8.6%
Fees & Admissions	\$530	1.3%	\$576	1.3%	8.6%
Finance Chgs Exc Mort & Veh	\$175	0.4%	\$190	0.4%	8.5%
Floor Coverings	\$67	0.2%	\$73	0.2%	9.0%
Food & Beverages	\$6,508	16.5%	\$7,060	16.5%	8.5%
Food At Home	\$3,831	9.7%	\$4,154	9.7%	8.4%
Food Away From Home	\$2,292	5.8%	\$2,490	5.8%	8.6%
Footwear	\$398	1.0%	\$433	1.0%	8.7%
Fuel Oil & Other Fuels	\$87	0.2%	\$94	0.2%	8.0%
Funeral & Cemetery	\$97	0.2%	\$104	0.2%	7.8%
Furniture	\$399	1.0%	\$434	1.0%	8.8%
Gasoline & Oil	\$1,406	3.6%	\$1,528	3.6%	8.7%
Gifts	\$1,204	3.1%	\$1,308	3.1%	8.6%
Girls Apparel	\$139	0.4%	\$150	0.4%	8.5%
Hair Care	\$55	0.1%	\$60	0.1%	8.9%
Hard Surface Flooring	\$12	0.0%	\$13	0.0%	7.1%
Health Care	\$2,425	6.1%	\$2,626	6.1%	8.3%
Health Care Insurance	\$1,211	3.1%	\$1,312	3.1%	8.3%
Health Care Services	\$757	1.9%	\$819	1.9%	8.1%
Health Care Supplies & Equip	\$458	1.2%	\$495	1.2%	8.2%
Household Services	\$292	0.7%	\$317	0.7%	8.6%
Household Supplies	\$607	1.5%	\$661	1.5%	9.0%
Household Textiles	\$96	0.2%	\$105	0.2%	8.6%
Housewares & Small App	\$841	2.1%	\$913	2.1%	8.6%
Indoor Plants & Fresh Flowers	\$69	0.2%	\$74	0.2%	7.9%
Infants Apparel	\$99	0.3%	\$107	0.3%	8.8%
Jewelry	\$100	0.3%	\$109	0.3%	9.2%
Legal & Accounting	\$87	0.2%	\$95	0.2%	9.1%
Magazines	\$45	0.1%	\$48	0.1%	8.8%
Major Appliances	\$183	0.5%	\$200	0.5%	8.8%
Mass Transit	\$86	0.2%	\$93	0.2%	8.5%
Men's Apparel	\$403	1.0%	\$438	1.0%	8.5%
Mortgage Interest	\$2,345	5.9%	\$2,546	5.9%	8.6%
Natural Gas	\$391	1.0%	\$424	1.0%	8.4%
New Car Purchased	\$980	2.5%	\$1,061	2.5%	8.3%
New Truck Purchased	\$741	1.9%	\$802	1.9%	8.2%
New Vehicle Purchase	\$1,721	4.4%	\$1,863	4.4%	8.3%

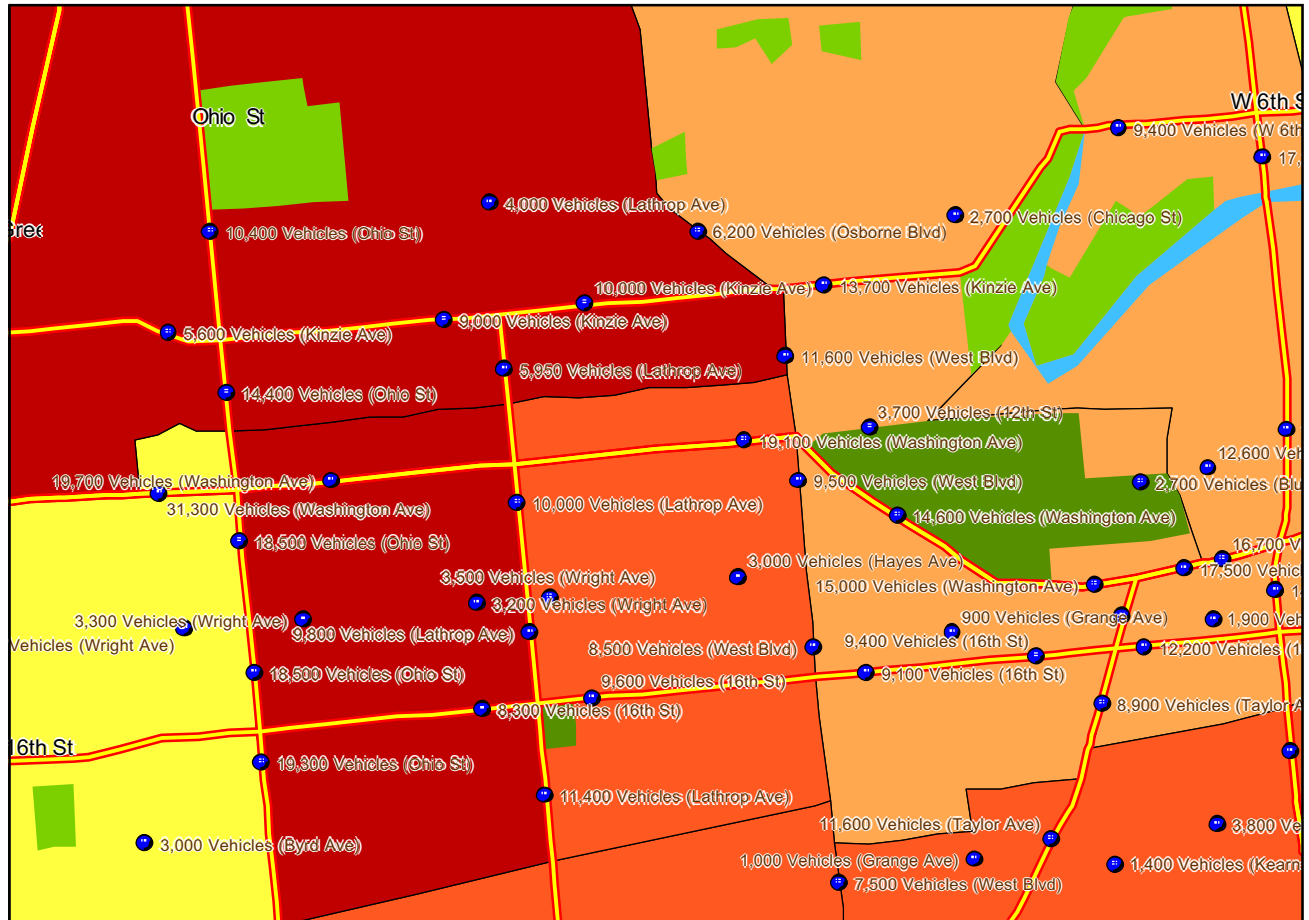
Newspapers	\$94	0.2%	\$102	0.2%	8.5%
Oral Hygiene Products	\$26	0.1%	\$28	0.1%	8.0%
Other Lodging	\$640	1.6%	\$687	1.6%	7.2%
Other Miscellaneous Expenses	\$90	0.2%	\$98	0.2%	8.3%
Other Repairs & Maint	\$87	0.2%	\$95	0.2%	8.2%
Other Tobacco Products	\$35	0.1%	\$38	0.1%	8.2%
Other Transportation Costs	\$651	1.7%	\$706	1.6%	8.3%
Other Utilities	\$326	0.8%	\$354	0.8%	8.7%
Paint & Wallpaper	\$40	0.1%	\$43	0.1%	7.7%
Personal Care Products	\$154	0.4%	\$168	0.4%	8.7%
Personal Care Services	\$438	1.1%	\$476	1.1%	8.8%
Personal Insurance	\$458	1.2%	\$497	1.2%	8.6%
Pet Supplies & Svcs	\$218	0.6%	\$236	0.6%	8.3%
Photographic Equip & Supplies	\$101	0.3%	\$109	0.3%	8.4%
Plumbing & Heating	\$57	0.1%	\$62	0.1%	9.0%
Property Taxes	\$360	0.9%	\$391	0.9%	8.8%
Public Transportation	\$445	1.1%	\$483	1.1%	8.6%
Records/Tapes/CD Purchases	\$105	0.3%	\$113	0.3%	0.0%
Recreational Equip & Supplies	\$778	2.0%	\$846	2.0%	8.7%
Rental Costs	\$2,974	7.5%	\$3,219	7.5%	8.2%
Roofing & Siding	\$65	0.2%	\$70	0.2%	8.4%
Satellite Dishes	\$7	0.0%	\$7	0.0%	4.2%
Shaving Needs	\$11	0.0%	\$13	0.0%	10.7%
Shelter	\$6,995	17.7%	\$7,575	17.7%	8.3%
Telephone Svc Excl Cell	\$1,006	2.5%	\$1,093	2.6%	8.7%
Televisions	\$89	0.2%	\$97	0.2%	8.8%
Transportation	\$8,213	20.8%	\$8,915	20.8%	8.5%
Tuition	\$581	1.5%	\$630	1.5%	8.3%
Used Car Purchase	\$1,148	2.9%	\$1,249	2.9%	8.8%
Used Truck Purchase	\$678	1.7%	\$737	1.7%	8.7%
Used Vehicle Purchase	\$1,826	4.6%	\$1,986	4.6%	8.8%
VCRs & Related Equipment	\$39	0.1%	\$43	0.1%	9.1%
Vehicle Insurance	\$932	2.4%	\$1,013	2.4%	8.7%
Vehicle Repair	\$899	2.3%	\$974	2.3%	8.4%
Vehicle Repair & Maintenance	\$908	2.3%	\$985	2.3%	8.4%
Video & Audio Equipment	\$760	1.9%	\$826	1.9%	8.6%
Video Game Hardware & Software	\$26	0.1%	\$28	0.1%	8.5%
Watches	\$20	0.1%	\$22	0.1%	8.5%
Women's Apparel	\$724	1.8%	\$786	1.8%	8.7%

*Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure*

Current year data is for the year **2000**, 5 year projected data is for the year **2005**. Demographic data copyright 2001 by Experian/ Applied Geographic Solutions.

## West Racine Traffic Counts

Street	Cross Street	Traffic Count
Washington Ave	Grove Ave	19,100
Kinzie Ave	West Lawn Ave	10,000
16th St	West Lawn Ave	9,600
West Blvd	13th St	9,500
West Blvd	15th St	8,500
Osborne Blvd	Hayes Ave	6,200
Lathrop Ave	Linderman Ave	5,950
Lathrop Ave	Graceland Blvd	4,000
Wright Ave	Monroe Ave	3,500
Hayes Ave	Wright Ave	3,000





## Racine Drive Times

Date: July 15, 2001

5.0 Minutes:

10.0 Minutes:

15.0 Minutes:

### Business Counts Totals Current Year Estimates (1999)

Employees	29,844	68,085	77,159
Establishments	1,419	3,063	3,731

### Household Income 2000

Average Household Income	\$38,986	\$44,235	\$47,974
Median Household Income	\$37,270	\$41,062	\$43,662
Per Capita Income	\$15,104	\$17,381	\$18,704

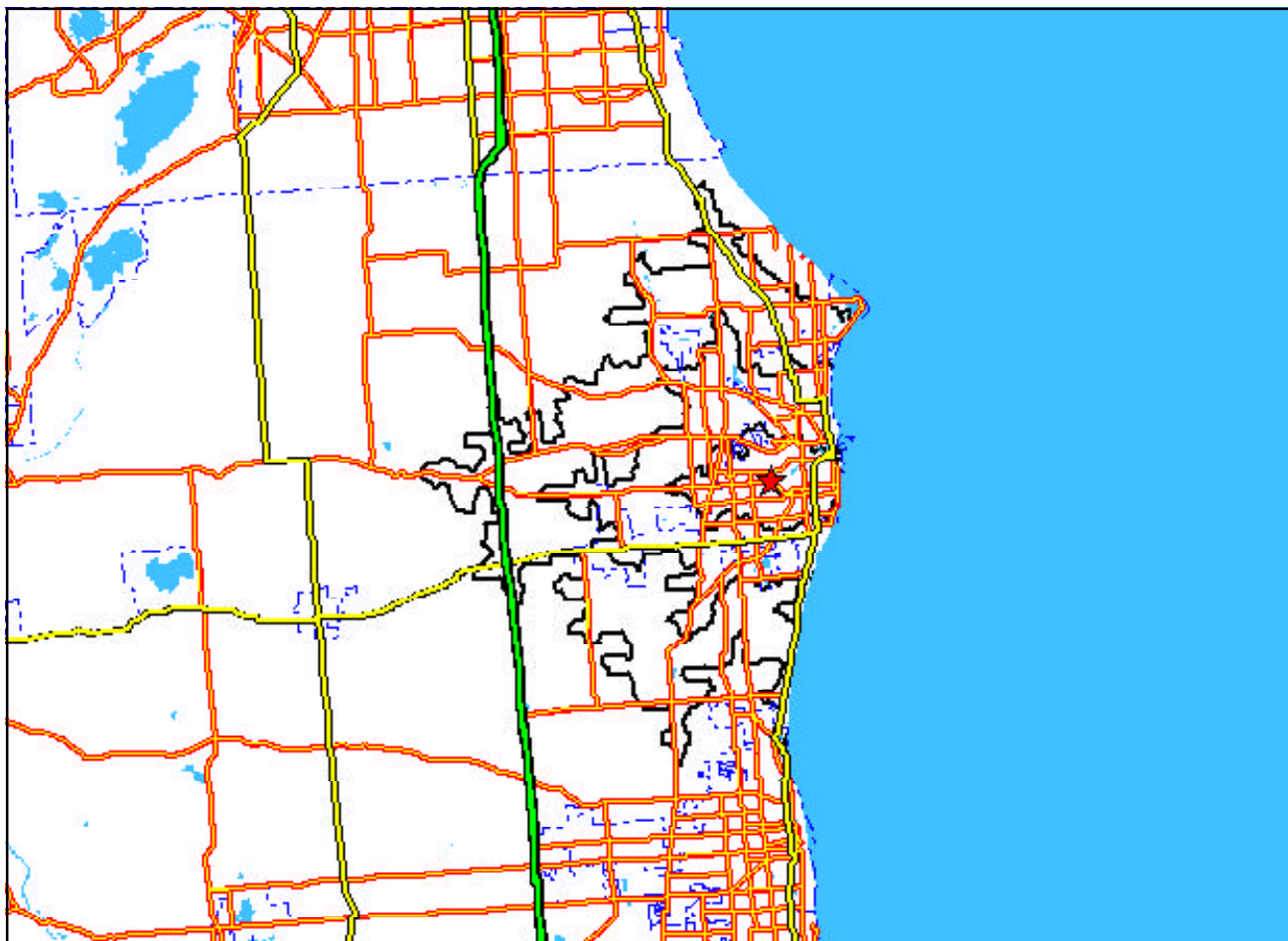
### Population - Age & Gender 2000

Total Population	47,258	102,117	128,936
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### Population - Density 2000 Total

Population Density	5,788	3,320	1,800
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Current year data is for the year **2000**, 5 year projected data is for the year **2005**. More Demographic data copyright 2001 by Experian/Applied Geographic Solutions.



**Racine Drive Times**  
**Demographic Detail Report**  
Date: July 15, 2001

	5.0 Minutes:	10.0 Minutes:	15.0 Minutes:
<b>Population - Current Year</b>			
Male Population	22,811	49,293	62,550
Male Population	48.3%	48.3%	48.5%
Female Population	24,447	52,824	66,386
Female Population	51.7%	51.7%	51.5%
Median Age	32.6	34.2	34.9
Population Density	5,788	3,320	1,800
<b>Population - Trend</b>			
90 Census	46,314	98,271	122,637
Current Year	47,258	102,117	128,936
5 Year Projected	46,229	102,907	133,402
Change 90 to CY	2.0%	3.9%	5.1%
Change CY to 5Y	-2.2%	0.8%	3.5%
<b>Employment &amp; Establishments- Current Year</b>			
Employees/Daytime Population	29,844	68,085	77,159
Total Establishments	1,419	3,063	3,731
<b>Households - Trend</b>			
90 Census	17,291	37,027	46,102
Current Year	18,133	39,781	50,065
5 Year Projected	17,775	40,218	51,869
Change 90 to CY	4.9%	7.4%	8.6%
Change CY to 5Y	-2.0%	1.1%	3.6%
Average HH Size	2.61	2.57	2.58
<b>Households - 90 Census</b>			
Total Households	17,291	37,027	46,102
Average Household Size	2.64	2.61	2.63
Married Households w/ Children	4,112	9,115	11,836
Married Households w/ No Children	4,155	9,998	13,080
Nonfamily Households w/ Children	1824	3024	3624
Households - 1 Person	4,574	9,484	11,270
Households - 2 People	5,069	11,466	14,455
Households - 3 People	2,948	6,425	8,098
Households - 4 People	2,585	5,669	7,329
Households - 5 People	1,230	2,565	3,225
Households - 6+ People	802	1,447	1,681
<b>Households - Current Year</b>			
Total Households	18,133	39,781	50,065
Average Household Size	2.56	2.53	2.54
Average Family Size	3.12	3.04	3.03
Married Households w/ Children	3,982	9,119	12,131
Married Households w/ No Children	4,125	10,395	13,919
Nonfamily Households w/ Children	1537	2537	3037
Households - 1 Person	5,089	10,820	12,930
Households - 2 People	5,278	12,298	15,703
Households - 3 People	2,984	6,661	8,508
Households - 4 People	2,675	6,000	7,861
Households - 5 People	1,322	2,808	3,579
Households - 6+ People	670	1,219	1,429

**Households - 5 Year Projected**

Total Households	17,775	40,218	51,869
Average Household Size	2.56	2.52	2.53
Average Family Size	3.10	3.03	3.02
Married Households w/ Children	3,930	9,377	12,909
Married Households w/ No Children	3,908	10,239	14,132
Nonfamily Households w/ Children	1,350	2,350	2,850
Households - 1 Person	5,076	11,091	13,471
Households - 2 People	5,175	12,471	16,303
Households - 3 People	2,890	6,679	8,781
Households - 4 People	2,589	6,012	8,128
Households - 5 People	1,278	2,804	3,691
Households - 6+ People	641	1,189	1,431

**Housing - 90 Census**

Owner Occupied Housing Units	10,172	23,102	29,487
Renter Occupied Housing Units	7,120	13,925	16,614
Seasonal Occupied Housing Units	31	86	104
Vacant Units	870	1,596	1,899
Total Housing Units	18,161	38,623	48,000

**Housing - Current Year**

Owner Occupied Housing Units	10,786	25,386	32,965
Renter Occupied Housing Units	7,348	14,396	17,100
Vacant Units	994	1,824	2,158
Total Housing Units	19,128	41,606	52,223

**Housing - 5 Year Projected**

Owner Occupied Housing Units	10,638	25,904	34,633
Renter Occupied Housing Units	7,138	14,315	17,236
Vacant Units	984	1,803	2,142
Total Housing Units	18,759	42,021	54,011

**Vehicles - Current Year**

Total Vehicles	25,970	61,156	80,475
Households with 0 Vehicles	2,787	5,004	5,550
Households with 1 Vehicle	7,189	15,183	18,161
Households with 2+ Vehicles	8,157	19,594	26,353
Average Vehicles Per Household	1	2	2
Current Year Vehicles	25,970	61,156	80,475
Change in Total Vehicles 90 to CY	4.5%	7.5%	8.9%

**Race - 90 Census**

White	72.5%	79.2%	82.0%
Black	22.4%	16.1%	13.7%
American Indian/Eskimo	0.3%	0.3%	0.3%
Asian/PI	0.5%	0.6%	0.7%
Other Race	4.3%	3.8%	3.3%

**Ethnicity - 90 Census**

Hispanic	7.9%	7.4%	6.5%
Non Hispanic	92.1%	92.6%	93.5%

**Race - Current Year**

White	69.1%	76.3%	79.3%
Black	25.4%	18.6%	16.0%
American Indian/Eskimo	0.3%	0.3%	0.3%
Asian/Pacific Islander	0.9%	1.0%	1.2%
Other Race	4.2%	3.7%	3.3%

**Ethnicity - Current Year**

Hispanic	10.8%	9.8%	8.6%
Non Hispanic	89.2%	90.2%	91.4%

**Population by Age - Current Year**

Age 0 to 5	7.5%	6.9%	6.7%
Age 6 to 13	14.4%	13.7%	13.5%
Age 14 to 17	6.5%	6.3%	6.3%
Age 18 to 24	9.4%	9.1%	8.9%
Age 25 to 34	14.5%	13.4%	13.1%
Age 35 to 44	15.1%	15.5%	15.8%
Age 45 to 54	15.1%	15.5%	15.8%
Age 55 to 64	7.9%	8.5%	8.7%
Age 65 to 74	6.5%	6.9%	6.8%
Age 75 to 79	2.5%	2.7%	2.6%
Age 80 to 84	2.0%	2.0%	1.9%
Age 85 Plus	2.0%	1.9%	1.8%
Median Age	32.6	34.2	34.9

**Male Population by Age - Current Year**

Male Population	22,811	49,293	62,550
Age 0 to 5	8.0%	7.4%	7.1%
Age 6 to 13	15.0%	14.4%	14.1%
Age 14 to 17	6.9%	6.8%	6.7%
Age 18 to 24	9.8%	9.4%	9.2%
Age 25 to 34	14.6%	13.5%	13.1%
Age 35 to 44	15.6%	15.8%	16.1%
Age 45 to 54	11.9%	13.0%	14.0%
Age 55 to 64	7.6%	8.3%	8.6%
Age 65 to 74	6.0%	6.4%	6.4%
Age 75 to 79	2.0%	2.3%	2.1%
Age 80 to 84	1.5%	1.6%	1.5%
Age 85 Plus	1.1%	1.1%	1.1%
Median Age	31.0	32.8	33.6

**Female Population by Age - Current Year**

Female Population	24,447	52,824	66,386
Age 0 to 5	7.0%	6.4%	6.3%
Age 6 to 13	13.9%	13.1%	13.0%
Age 14 to 17	6.2%	5.9%	6.0%
Age 18 to 24	9.0%	8.8%	8.6%
Age 25 to 34	14.4%	13.4%	13.1%
Age 35 to 44	14.6%	15.1%	15.5%
Age 45 to 54	11.7%	12.9%	13.6%
Age 55 to 64	8.2%	8.6%	8.8%
Age 65 to 74	6.9%	7.3%	7.2%
Age 75 to 84	3.0%	3.2%	3.1%
Age 85 Plus	2.8%	2.7%	2.5%
Median Age	34.1	35.6	36.1

**Income - Current Year**

Median HH Income	\$37,270	\$41,062	\$43,662
Per Capita Income	\$15,104	\$17,381	\$18,704
Average HH Income	\$38,986	\$44,235	\$47,974

**Household Income - Current Year**

Less than \$9,999	10.8%	9.6%	8.7%
\$10,000 - \$14,999	5.7%	5.1%	4.8%
\$15,000 - \$24,999	16.8%	15.6%	14.7%
\$25,000 - \$34,999	12.4%	11.9%	11.5%
\$35,000 - \$49,999	19.5%	18.7%	18.2%
\$50,000 - \$74,999	22.5%	23.8%	24.7%
\$75,000 - \$99,999	8.5%	9.7%	10.8%
\$100,000 - \$124,999	2.4%	3.2%	3.6%
\$125,000 - \$149,999	0.6%	1.0%	1.2%
\$150,000 Plus	0.7%	1.3%	1.8%



**HH Income Age 15 to 24 - Current Year**

Less than \$9,999	193	367	432
\$10,000 to \$14,999	94	184	201
\$15,000 to \$24,999	216	463	519
\$25,000 to \$34,999	115	245	287
\$35,000 to \$49,999	152	278	333
\$50,000 to \$74,999	135	322	377
\$75,000 to \$99,999	40	70	90
\$100,000 Plus	11	28	42

**HH Income Age 25 to 34 - Current Year**

Less than \$9,999	416	731	814
\$10,000 to \$14,999	197	358	411
\$15,000 to \$24,999	652	1,225	1,418
\$25,000 to \$34,999	508	996	1,181
\$35,000 to \$49,999	661	1,367	1,634
\$50,000 to \$74,999	690	1,523	1,895
\$75,000 to \$99,999	237	432	548
\$100,000 Plus	96	230	361

**HH Income Age 35 to 44 - Current Year**

Less than \$9,999	331	559	644
\$10,000 to \$14,999	176	317	371
\$15,000 to \$24,999	554	1,109	1,286
\$25,000 to \$34,999	499	1,053	1,237
\$35,000 to \$49,999	878	1,891	2,349
\$50,000 to \$74,999	1,163	2,406	3,255
\$75,000 to \$99,999	297	890	1,220
\$100,000 Plus	205	708	994

**HH Income Age 45 to 54 - Current Year**

Less than \$9,999	297	537	604
\$10,000 to \$14,999	143	237	277
\$15,000 to \$24,999	376	756	939
\$25,000 to \$34,999	346	701	840
\$35,000 to \$49,999	761	1,502	1,808
\$50,000 to \$74,999	791	2,079	2,894
\$75,000 to \$99,999	372	1,155	1,734
\$100,000 Plus	175	605	1,000

**HH Income Age 55 to 64 - Current Year**

Less than \$9,999	172	392	432
\$10,000 to \$14,999	110	237	276
\$15,000 to \$24,999	385	799	948
\$25,000 to \$34,999	289	594	806
\$35,000 to \$49,999	452	1,036	1,287
\$50,000 to \$74,999	525	1,400	1,809
\$75,000 to \$99,999	321	664	979
\$100,000 Plus	73	296	463

**HH Income Age 65 to 74 - Current Year**

Less than \$9,999	202	444	518
\$10,000 to \$14,999	134	318	379
\$15,000 to \$24,999	455	953	1,175
\$25,000 to \$34,999	281	653	826
\$35,000 to \$49,999	313	695	880
\$50,000 to \$74,999	333	832	1,044
\$75,000 to \$99,999	165	377	490
\$100,000 Plus	50	158	226

**HH Income Age 75 Plus - Current Year**

Less than \$9,999	349	773	911
\$10,000 to \$14,999	172	388	465
\$15,000 to \$24,999	423	921	1,096
\$25,000 to \$34,999	217	477	567
\$35,000 to \$49,999	322	685	819
\$50,000 to \$74,999	447	917	1,092
\$75,000 to \$99,999	113	286	370
\$100,000 Plus	51	159	213

**Employment by Occupation Type - 90 Census**

White Collar Occupations	51.0%	52.1%	53.8%
Blue Collar Occupations	49.0%	47.9%	46.2%

**Employment by Occupation - Current Year**

Employed Pop. - Age 16 Plus	35,366	77,820	98,768
Administrative Support/Clerical	16.7%	16.6%	16.7%
Executive, Admin & Managerial	7.4%	8.4%	9.1%
Handlers, Cleaners & Helpers	4.6%	4.4%	4.2%
Machine Operators & Assemblers	11.5%	10.2%	9.5%
Materials	3.0%	3.2%	3.1%
Primary	1.1%	1.0%	1.0%
Private Household Service	0.2%	0.2%	0.2%
Production	12.1%	12.7%	12.9%
Professional Specialty	12.5%	13.2%	13.9%
Protective Service	1.9%	1.9%	1.9%
Sales	9.8%	9.6%	9.8%
Services	15.9%	15.1%	14.3%
Technicians & Support	3.4%	3.5%	3.4%

**Educational Attainment - Current Year**

Population - Age 25 Plus	29,395	65,276	83,227
Less than 9th Grade	7.6%	7.4%	6.8%
9th - 12th Grade	13.2%	11.8%	11.0%
High School Graduate	36.5%	37.5%	37.4%
Some College, No Degree	17.5%	16.8%	16.8%
Associate Degree	7.4%	7.5%	7.5%
Bachelor's Degree	13.0%	13.9%	14.8%
Graduate or Prof. Degree	4.6%	5.1%	5.7%

**Marital Status - Current Year**

Age 15+ Population - Age 15 Plus	35,377	77,844	98,793
Divorced	11.4%	10.6%	10.0%
Married	46.8%	50.5%	52.8%
Never Married	31.1%	28.6%	27.5%
Separated	3.2%	2.8%	2.6%
Widowed	7.4%	7.5%	7.2%

Current year data is for the year **2000**, 5 year projected data is for the year **2005**. More Demographic data copyright 2001 by Experian/Applied Geographic Solutions..

**Racine Drive Times**  
**Consumer Expenditure Report**  
Date: July 15, 2001

	5.0 Minutes:	10.0 Minutes:	15.0 Minutes:
2000 Consumer Expenditures (Ave Hhld Exp):			
Total Households	18,133	39,781	50,065
Median Household Income	\$37,270	\$41,062	\$43,662
Total Household Expenditure (\$000's)	\$36,901	\$39,710	\$41,762
Airline Fares	\$265	\$286	\$301
Alcoholic Beverages	\$356	\$384	\$404
Alimony And Child Support	\$107	\$112	\$117
Apparel	\$2,041	\$2,187	\$2,296
Apparel Services And Accessories	\$266	\$286	\$301
Audio Equipment	\$58	\$62	\$65
Babysitting And Elderly Care	\$206	\$222	\$234
Books	\$69	\$74	\$78
Books And Supplies	\$101	\$108	\$113
Boys Apparel	\$108	\$115	\$120
Cellular Phone Service	\$62	\$66	\$69
Cigarettes	\$307	\$332	\$349
Computer Hardware	\$291	\$312	\$328
Computer Information Services	\$30	\$32	\$34
Computer Software	\$39	\$42	\$44
Contributions	\$1,089	\$1,180	\$1,245
Coolant And Other Fluids	\$9	\$9	\$10
Cosmetics and Perfume	\$83	\$89	\$94
Deodorants and Other Personal Care	\$27	\$29	\$31
Education	\$652	\$697	\$730
Electricity	\$1,133	\$1,211	\$1,270
Entertainment	\$1,934	\$2,083	\$2,193
Fees And Admissions	\$494	\$533	\$561
Finance Charges Excluding Mortgage	\$165	\$177	\$185
Floor Coverings	\$62	\$67	\$71
Food And Beverages	\$6,118	\$6,571	\$6,904
Food At Home	\$3,618	\$3,877	\$4,070
Food Away From Home	\$2,143	\$2,310	\$2,430
Footwear	\$381	\$407	\$427
Fuel Oil And Other Fuels	\$79	\$86	\$91
Funeral And Cemetery	\$89	\$96	\$100
Furniture	\$372	\$402	\$424
Gasoline And Oil	\$1,317	\$1,421	\$1,498
Gifts	\$1,126	\$1,212	\$1,274
Girls Apparel	\$131	\$140	\$147
Hair Care	\$53	\$56	\$59
Hard Surface Flooring	\$11	\$12	\$13
Health Care	\$2,277	\$2,446	\$2,569
Health Care Insurance	\$1,143	\$1,226	\$1,287
Health Care Services	\$711	\$762	\$799
Health Care Supplies And Equipment	\$423	\$458	\$483
Household Services	\$267	\$290	\$306
Household Supplies	\$557	\$607	\$642
Household Textiles	\$89	\$96	\$101
Housewares And Small Appliances	\$786	\$847	\$891
Indoor Plants And Fresh Flowers	\$63	\$68	\$72
Infants Apparel	\$94	\$101	\$106
Jewelry	\$93	\$101	\$106
Legal And Accounting	\$82	\$88	\$92
Magazines	\$42	\$45	\$47
Major Appliances	\$171	\$185	\$195
Mass Transit	\$80	\$86	\$91
Men's Apparel	\$381	\$408	\$428
Mortgage Interest	\$2,202	\$2,368	\$2,491
Natural Gas	\$368	\$395	\$414
New Car Purchased	\$921	\$988	\$1,037
New Truck Purchased	\$694	\$746	\$783

New Vehicle Purchase	\$1,615	\$1,734	\$1,820
Newspapers	\$89	\$95	\$100
Oral Hygiene Products	\$24	\$26	\$27
Other Lodging	\$580	\$623	\$657
Other Miscellaneous Expenses	\$85	\$91	\$96
Other Repairs And Maintenance	\$81	\$87	\$92
Other Tobacco Products	\$33	\$35	\$37
Other Transportation Costs	\$611	\$656	\$689
Other Utilities	\$307	\$330	\$347
Paint And Wallpaper	\$37	\$40	\$42
Personal Care Products	\$145	\$156	\$164
Personal Care Services	\$420	\$448	\$470
Personal Insurance	\$427	\$461	\$486
Pet Supplies And Services	\$203	\$218	\$230
Photographic Equipment And Supplies	\$94	\$101	\$107
Plumbing And Heating	\$52	\$56	\$60
Property Taxes	\$313	\$350	\$376
Public Transportation	\$416	\$449	\$472
Records / Tapes / CD Purchases	\$99	\$106	\$111
Recreational Equipment And Supplies	\$720	\$779	\$822
Rental Costs	\$2,701	\$2,923	\$3,075
Roofing And Siding	\$60	\$65	\$68
Satellite Dishes	\$7	\$7	\$7
Shaving Needs	\$11	\$12	\$12
Shelter	\$6,419	\$6,938	\$7,310
Telephone Service Excl Cell Phones	\$965	\$1,029	\$1,077
Televisions	\$83	\$90	\$94
Transportation	\$7,698	\$8,284	\$8,714
Tuition	\$551	\$589	\$616
Used Car Purchase	\$1,070	\$1,155	\$1,217
Used Truck Purchase	\$635	\$684	\$721
Used Vehicle Purchase	\$1,704	\$1,839	\$1,937
VCRs And Related Equipment	\$37	\$40	\$42
Vehicle Insurance	\$880	\$945	\$994
Vehicle Repair	\$847	\$908	\$953
Vehicle Repair And Maintenance	\$855	\$917	\$963
Video And Audio Equipment	\$720	\$771	\$809
Video Game Hardware And Software	\$25	\$26	\$28
Watches	\$19	\$20	\$21
Women's Apparel	\$681	\$731	\$768

**2005 Consumer Expenditures (Ave Hhld Exp):**

Total Households	17,775	40,218	51,869
Median Household Income	\$42,149	\$46,372	\$49,294
Total Household Expenditure (\$000's)	\$39,892	\$43,189	\$45,541
Airline Fares	\$287	\$311	\$328
Alcoholic Beverages	\$385	\$418	\$440
Alimony And Child Support	\$115	\$122	\$127
Apparel	\$2,208	\$2,381	\$2,506
Apparel Services And Accessories	\$289	\$312	\$329
Audio Equipment	\$62	\$68	\$71
Babysitting And Elderly Care	\$222	\$241	\$255
Books	\$75	\$81	\$85
Books And Supplies	\$109	\$117	\$123
Boys Apparel	\$116	\$125	\$131
Cellular Phone Service	\$67	\$71	\$75
Cigarettes	\$332	\$360	\$381
Computer Hardware	\$314	\$339	\$357
Computer Information Services	\$33	\$36	\$37
Computer Software	\$43	\$46	\$49
Contributions	\$1,179	\$1,285	\$1,359
Coolant And Other Fluids	\$9	\$10	\$11
Cosmetics and Perfume	\$90	\$97	\$103
Deodorants and Other Personal Care	\$29	\$32	\$33
Education	\$703	\$756	\$794
Electricity	\$1,225	\$1,317	\$1,384



Entertainment	\$2,093	\$2,269	\$2,394
Fees And Admissions	\$534	\$580	\$613
Finance Charges Excluding Mortgage	\$178	\$192	\$202
Floor Coverings	\$67	\$73	\$78
Food And Beverages	\$6,613	\$7,146	\$7,528
Food At Home	\$3,908	\$4,213	\$4,434
Food Away From Home	\$2,320	\$2,515	\$2,654
Footwear	\$413	\$443	\$466
Fuel Oil And Other Fuels	\$85	\$93	\$99
Funeral And Cemetery	\$95	\$103	\$109
Furniture	\$403	\$439	\$464
Gasoline And Oil	\$1,427	\$1,549	\$1,636
Gifts	\$1,218	\$1,319	\$1,390
Girls Apparel	\$141	\$152	\$160
Hair Care	\$57	\$61	\$64
Hard Surface Flooring	\$12	\$13	\$14
Health Care	\$2,457	\$2,655	\$2,796
Health Care Insurance	\$1,234	\$1,332	\$1,402
Health Care Services	\$767	\$826	\$869
Health Care Supplies And Equipment	\$457	\$498	\$526
Household Services	\$289	\$315	\$334
Household Supplies	\$605	\$663	\$704
Household Textiles	\$96	\$104	\$110
Housewares And Small Appliances	\$850	\$922	\$973
Indoor Plants And Fresh Flowers	\$68	\$74	\$79
Infants Apparel	\$102	\$109	\$115
Jewelry	\$101	\$110	\$117
Legal And Accounting	\$89	\$96	\$101
Magazines	\$45	\$49	\$51
Major Appliances	\$186	\$202	\$213
Mass Transit	\$87	\$94	\$99
Men's Apparel	\$412	\$444	\$467
Mortgage Interest	\$2,381	\$2,577	\$2,719
Natural Gas	\$398	\$429	\$452
New Car Purchased	\$994	\$1,072	\$1,128
New Truck Purchased	\$749	\$810	\$853
New Vehicle Purchase	\$1,743	\$1,882	\$1,980
Newspapers	\$96	\$103	\$109
Oral Hygiene Products	\$26	\$28	\$30
Other Lodging	\$621	\$671	\$710
Other Miscellaneous Expenses	\$92	\$99	\$104
Other Repairs And Maintenance	\$87	\$95	\$100
Other Tobacco Products	\$35	\$38	\$40
Other Transportation Costs	\$659	\$712	\$750
Other Utilities	\$332	\$360	\$379
Paint And Wallpaper	\$40	\$44	\$46
Personal Care Products	\$157	\$170	\$179
Personal Care Services	\$455	\$488	\$513
Personal Insurance	\$462	\$502	\$530
Pet Supplies And Services	\$219	\$237	\$251
Photographic Equipment And Supplies	\$102	\$110	\$117
Plumbing And Heating	\$56	\$62	\$65
Property Taxes	\$341	\$382	\$411
Public Transportation	\$450	\$488	\$515
Records / Tapes / CD Purchases	\$107	\$115	\$121
Recreational Equipment And Supplies	\$780	\$849	\$899
Rental Costs	\$2,912	\$3,169	\$3,343
Roofing And Siding	\$65	\$70	\$74
Satellite Dishes	\$7	\$8	\$8
Shaving Needs	\$12	\$13	\$13
Shelter	\$6,928	\$7,533	\$7,958
Telephone Service Excl Cell Phones	\$1,044	\$1,120	\$1,176
Televisions	\$90	\$98	\$103
Transportation	\$8,328	\$9,016	\$9,508
Tuition	\$594	\$639	\$671
Used Car Purchase	\$1,160	\$1,260	\$1,332
Used Truck Purchase	\$687	\$746	\$787
Used Vehicle Purchase	\$1,847	\$2,005	\$2,119
VCRs And Related Equipment	\$40	\$43	\$46
Vehicle Insurance	\$953	\$1,030	\$1,086
Vehicle Repair	\$914	\$987	\$1,039

Vehicle Repair And Maintenance	\$924	\$997	\$1,049
Video And Audio Equipment	\$779	\$839	\$883
Video Game Hardware And Software	\$27	\$29	\$30
Watches	\$21	\$22	\$24
Women's Apparel	\$736	\$795	\$838

*Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure*

Current year data is for the year **2000**, 5 year projected data is for the year **2005**. More Demographic data copyright 2001 by Experian/Applied Geographic Solutions. All rights reserved

## Retail Business Prospect Tracking Form

<b>Initial Information</b> (To be completed by Committee Member recommending contact)		<b>Date:</b>
<i>Business Name</i>	<i>Address</i>	<i>Phone Number</i>
<i>Owner=s Name</i>	<i>Address</i>	<i>Phone Number</i>
<i>Business Category</i>		
<i>Brief Description of the Merchandise Offering</i>		
<i>Strengths of the Business</i>		
<b>First Committee Contact</b>		<b>Date:</b>
<i>Level of Interest</i>	None	Maybe Later
		Hot Prospect
<b>Information Mailing Date:</b>		
<b>Site Visit Date Called:</b>		<b>Date Scheduled:</b>
<i>Potential Sites</i>	<i>Contact</i>	
<i>Ombudsman</i>	<i>Phone</i>	
<i>Key Decision Factors</i>		
<i>Comments</i>		



## **APPENDICES**

### **West Racine Business and Residential Revitalization Survey Results**

# WEST RACINE BUSINESS AND RESIDENTIAL REVITALIZATION SURVEY

## BACKGROUND INFORMATION

Please take a few minutes to tell us who you are and to share your views and opinions about West Racine. Please do not include your name and feel free to leave any questions blank. Thank you.

For the purposes of this planning process, the West Racine Neighborhood is defined as the area within the boundary on the map to the right.

This survey is one component of the community participation process in the West Racine Business and Residential Revitalization Plan. We need your input. Please tell us what you think about the issues.

Other forms of community input will be used to develop the Plan including public workshops to discuss and revise concepts, community group interviews, and business owner interviews.

Please contact James Spangenberg, *President of the West Racine Business and Professional Association* at (262) 637-8514 for more information.



The following survey results are based on 241 survey forms. For each question, the number of cases in which that question was not answered is noted. The number shown by each box represents the percentage of times that box was checked of 241 cases.

- 1

Please tell us who you are (check all that apply):

96.7%

1

Resident

5.4%

2

Business Owner

2.5%

3

Developer/Building Owner

1.2%

4

Other

2 Not Answered
- 2

How many years have you lived in West Racine?

25.3%

1

0-5

12.4%

2

6-10

16.2%

3

11-20

44.0%

4

Over 20

1.2%

5

Own property, but don't live in West Racine

2 Not Answered
- 3

Residential status (if applicable):

90.5%

1

Homeowner

6.6%

2

Renter

7 Not Answered



## BACKGROUND INFORMATION

---

- 4 In which residential building type do you live? (if applicable)
- |       |                            |                          |      |                            |                 |
|-------|----------------------------|--------------------------|------|----------------------------|-----------------|
| 83.4% | <input type="checkbox"/> 1 | Single-family            | 0.0% | <input type="checkbox"/> 5 | Elderly housing |
| 10.0% | <input type="checkbox"/> 2 | Two-family               | 0.0% | <input type="checkbox"/> 6 | Condominium     |
| 1.7%  | <input type="checkbox"/> 3 | Multi-family (3-4 units) | 0.4% | <input type="checkbox"/> 7 | Other           |
| 0.4%  | <input type="checkbox"/> 4 | Multi-family (5+ units)  | 10   | Not Answered               |                 |
- 5 On which block do you live?  
Example: 4300 Block of 20th Street
- See attached "Background Information #5"
- 
- 6 How many people live in your household on a regular basis?
- |       |                            |     |       |                            |     |
|-------|----------------------------|-----|-------|----------------------------|-----|
| 23.2% | <input type="checkbox"/> 1 | 1   | 21.2% | <input type="checkbox"/> 3 | 4-5 |
| 48.1% | <input type="checkbox"/> 2 | 2-3 | 3.3%  | <input type="checkbox"/> 4 | 6+  |
|       |                            |     | 10    | Not Answered               |     |
- 7 Number of children in your household:
- |       |                            |     |      |                            |    |
|-------|----------------------------|-----|------|----------------------------|----|
| 83.4% | <input type="checkbox"/> 1 | 0-2 | 0.0% | <input type="checkbox"/> 3 | 6+ |
| 8.7%  | <input type="checkbox"/> 2 | 3-5 | 19   | Not Answered               |    |
- 8 Which of these are within walking distance from your home? (check all that apply)
- |       |                            |  |                            |                    |       |
|-------|----------------------------|--|----------------------------|--------------------|-------|
| 76.3% | <input type="checkbox"/> 1 | Shopping district <i>that you or a member of your household uses</i> | <input type="checkbox"/> 3 | Park or open space | 64.7% |
|       |                            |  | <input type="checkbox"/> 4 | Bus stop           | 71.8% |
| 17.4% | <input type="checkbox"/> 2 | Place of employment <i>for you or a member of your household</i>     | <input type="checkbox"/> 5 | Church             | 64.3% |
|       |                            |  | <input type="checkbox"/> 6 | School             | 71.4% |
|       |                            |  | 14                         | Not Answered       |       |
- 9 How do you usually get to work?
- |       |                            |                    |      |                            |       |
|-------|----------------------------|--------------------|------|----------------------------|-------|
| 73.4% | <input type="checkbox"/> 1 | Private automobile | 1.7% | <input type="checkbox"/> 4 | Walk  |
| 3.3%  | <input type="checkbox"/> 2 | Car pool/Van pool  | 1.2% | <input type="checkbox"/> 5 | Other |
| 0.0%  | <input type="checkbox"/> 3 | Bus                | 49   | Not Answered               |       |
- 10 Where do you work?  
(Check only one)
- |       |                            |                |       |                            |                          |
|-------|----------------------------|----------------|-------|----------------------------|--------------------------|
| 6.6%  | <input type="checkbox"/> 1 | West Racine    | 15.4% | <input type="checkbox"/> 3 | Racine County            |
| 41.9% | <input type="checkbox"/> 2 | City of Racine | 40.0% | <input type="checkbox"/> 4 | Outside of Racine County |
|       |                            |                | 47    | Not Answered               |                          |

## RETAIL AND BUSINESS

### 1 Which elements do you think are necessary to improve retail conditions on and around Washington Avenue? (check all that apply)

<i>Visual Appearance</i>			
29.9%	1	Cleaner/neater streets and sidewalks	4 Improved streetscaping (lights, banners, benches, etc.) 49.8%
44.0%	2	Improved storefronts	5 Improved overall image 41.9%
34.9%	3	Improved business signage	6 Other 5.8%
		37 Not Answered	
<i>Traffic and Circulation</i>			
25.7%	1	Reduced speed limit	4 More parking 23.7%
36.9%	2	Increased enforcement of traffic laws	5 Less parking 1.2%
27.0%	3	More clearly defined pedestrian crosswalks	6 More accessible parking 20.7%
		7 Other 3.7%	
		60 Not Answered	
<i>Safety and Security</i>			
17.8%	1	Increased lighting on Washington Avenue	32.8% 3 Increased windows, activity, and “eyes” on public spaces
41.9%	2	Increased lighting behind businesses and in parking lots	5.0% 4 Other
		89 Not Answered	

### 2 What type(s) of businesses or uses do you WANT to see on Washington Avenue? (check all that apply)

44.0%	<input type="checkbox"/> 1	Grocery	70.5%	<input type="checkbox"/> 7	Restaurants
45.6%	<input type="checkbox"/> 2	Clothing	51.9%	<input type="checkbox"/> 8	Specialty
41.1%	<input type="checkbox"/> 3	Drug store	25.7%	<input type="checkbox"/> 9	Recreation
35.7%	<input type="checkbox"/> 4	Home furnishings	5.0%	<input type="checkbox"/> 10	None
19.5%	<input type="checkbox"/> 5	Audio/video/electronics	13.3%	<input type="checkbox"/> 11	Other
15.4%	<input type="checkbox"/> 6	Convenience	20 Not Answered		

### 3 What type(s) of businesses or uses do you NOT want to see on Washington Avenue? (check all that apply)

7.5%	<input type="checkbox"/> 1	Grocery	0.4%	<input type="checkbox"/> 7	Restaurants
4.1%	<input type="checkbox"/> 2	Clothing	5.0%	<input type="checkbox"/> 8	Specialty
3.3%	<input type="checkbox"/> 3	Drug store	14.9%	<input type="checkbox"/> 9	Recreation
2.9%	<input type="checkbox"/> 4	Home furnishings	10.4%	<input type="checkbox"/> 10	None
23.7%	<input type="checkbox"/> 5	Audio/video/electronics	20.3%	<input type="checkbox"/> 11	Other
45.6%	<input type="checkbox"/> 6	Convenience	53 Not Answered		

## RETAIL AND BUSINESS

**4 How often do you, or a household member use the following retail services OUTSIDE of West Racine?**

	Daily	2-3 times/ week	once/ week	once/ month	less	24 Not
Grocery	2.9% <input type="checkbox"/> 1	32.4% <input type="checkbox"/> 2	36.9% <input type="checkbox"/> 3	12.0% <input type="checkbox"/> 4	5.8% <input type="checkbox"/> 5	Answers
Clothing	1.7% <input type="checkbox"/> 1	5.0% <input type="checkbox"/> 2	17.8% <input type="checkbox"/> 3	46.9% <input type="checkbox"/> 4	16.2% <input type="checkbox"/> 5	30 NA
Drug Store	2.1% <input type="checkbox"/> 1	6.2% <input type="checkbox"/> 2	18.3% <input type="checkbox"/> 3	38.2% <input type="checkbox"/> 4	21.2% <input type="checkbox"/> 5	34 NA
Home furnishings	0.0% <input type="checkbox"/> 1	0.4% <input type="checkbox"/> 2	2.1% <input type="checkbox"/> 3	11.6% <input type="checkbox"/> 4	65.1% <input type="checkbox"/> 5	50 NA
Audio/video/electronics	0.8% <input type="checkbox"/> 1	2.9% <input type="checkbox"/> 2	5.8% <input type="checkbox"/> 3	17.4% <input type="checkbox"/> 4	53.5% <input type="checkbox"/> 5	47 NA
Convenience	1.7% <input type="checkbox"/> 1	7.5% <input type="checkbox"/> 2	17.8% <input type="checkbox"/> 3	13.7% <input type="checkbox"/> 4	41.1% <input type="checkbox"/> 5	44 NA
Restaurants	3.3% <input type="checkbox"/> 1	17.8% <input type="checkbox"/> 2	40.2% <input type="checkbox"/> 3	19.1% <input type="checkbox"/> 4	9.1% <input type="checkbox"/> 5	25 NA
Specialty	0.4% <input type="checkbox"/> 1	3.7% <input type="checkbox"/> 2	17.4% <input type="checkbox"/> 3	27.0% <input type="checkbox"/> 4	30.7% <input type="checkbox"/> 5	50 NA
Recreation	0.8% <input type="checkbox"/> 1	5.8% <input type="checkbox"/> 2	8.3% <input type="checkbox"/> 3	15.4% <input type="checkbox"/> 4	47.3% <input type="checkbox"/> 5	54 NA

**5 How often do you, or a household member use the following retail services WITHIN West Racine?**

	Daily	2-3 times/ week	once/ week	once/ month	less	21 Not
Grocery	5.0% <input type="checkbox"/> 1	32.8% <input type="checkbox"/> 2	20.3% <input type="checkbox"/> 3	17.0% <input type="checkbox"/> 4	16.2% <input type="checkbox"/> 5	Answers
Clothing	0.4% <input type="checkbox"/> 1	1.2% <input type="checkbox"/> 2	1.7% <input type="checkbox"/> 3	10.4% <input type="checkbox"/> 4	66.8% <input type="checkbox"/> 5	47 NA
Drug Store	0.0% <input type="checkbox"/> 1	5.8% <input type="checkbox"/> 2	10.8% <input type="checkbox"/> 3	26.1% <input type="checkbox"/> 4	39.0% <input type="checkbox"/> 5	44 NA
Home furnishings	0.0% <input type="checkbox"/> 1	0.0% <input type="checkbox"/> 2	0.8% <input type="checkbox"/> 3	3.7% <input type="checkbox"/> 4	74.7% <input type="checkbox"/> 5	50 NA
Audio/video/electronics	0.8% <input type="checkbox"/> 1	1.2% <input type="checkbox"/> 2	0.4% <input type="checkbox"/> 3	4.1% <input type="checkbox"/> 4	67.6% <input type="checkbox"/> 5	62 NA
Convenience	1.2% <input type="checkbox"/> 1	5.8% <input type="checkbox"/> 2	7.9% <input type="checkbox"/> 3	7.5% <input type="checkbox"/> 4	54.8% <input type="checkbox"/> 5	55 NA
Restaurants	1.7% <input type="checkbox"/> 1	2.5% <input type="checkbox"/> 2	9.5% <input type="checkbox"/> 3	24.1% <input type="checkbox"/> 4	42.7% <input type="checkbox"/> 5	47 NA
Specialty	0.0% <input type="checkbox"/> 1	3.7% <input type="checkbox"/> 2	10.0% <input type="checkbox"/> 3	23.7% <input type="checkbox"/> 4	40.7% <input type="checkbox"/> 5	53 NA
Recreation	0.8% <input type="checkbox"/> 1	0.0% <input type="checkbox"/> 2	2.5% <input type="checkbox"/> 3	3.7% <input type="checkbox"/> 4	63.5% <input type="checkbox"/> 5	71 NA

**6 How would you describe your household's commute to the businesses on Washington Avenue?**

10.8% <input type="checkbox"/> 1	Always walk or bike	<input type="checkbox"/> 4	Mostly drive	26.6%
15.8% <input type="checkbox"/> 2	Mostly walk or bike	<input type="checkbox"/> 5	Always drive	14.1%
27.8% <input type="checkbox"/> 3	About the same:walk or bike and drive	<input type="checkbox"/> 6	Don't use businesses on Washington	1.7%
			8 Not Answered	

**7 How convenient is parking near the businesses on Washington Avenue?**

22.0% <input type="checkbox"/> 1	Very convenient	13.7% <input type="checkbox"/> 4	Inconvenient
49.8% <input type="checkbox"/> 2	Convenient	0.8% <input type="checkbox"/> 5	Very inconvenient
10.8% <input type="checkbox"/> 3	No opinion		7 Not Answered

**8 Would you be more likely to use the businesses on and near Washington Avenue if parking was more convenient?**

27.4% <input type="checkbox"/> 1	Yes	41.9% <input type="checkbox"/> 3	No opinion
25.3% <input type="checkbox"/> 2	No		13 Not Answered

LAND USE AND DEVELOPMENT

1 If a different type of residential structure was to be built next to yours, how important are the following in relation to the two properties?

	Important	Somewhat important	Neutral	Somewhat unimportant	Not important	
Lighting levels	48.5% 1	26.6% 2	8.7% 3	0.8% 4	1.2% 5	34 Not Answered
Noise levels	71.4% 1	14.1% 2	2.9% 3	0.0% 4	0.8% 5	26 NA
Appearance of new structure and property	69.3% 1	15.4% 2	3.7% 3	0.8% 4	0.8% 5	24 NA
Buffers and screens between properties	45.6% 1	22.0% 2	13.3% 3	1.2% 4	3.3% 5	35NA
Security fences	34.9% 1	22.4% 2	22.0% 3	4.6% 4	2.5% 5	33 NA

2 If your home was located next to a business, how important are the following in relation to the two properties?

	Important	Somewhat important	Neutral	Somewhat unimportant	Not important	
Lighting levels	68.0% 1	14.9% 2	3.7% 3	1.2% 4	0.8% 5	27 Not Answered
Noise levels	75.1% 1	10.4% 2	2.9% 3	0.0% 4	0.4% 5	30 NA
Appearance of new structure and property	71.0% 1	12.4% 2	2.5% 3	1.2% 4	0.4% 5	30 NA
Buffers and screens between properties	62.7% 1	14.9% 2	6.2% 3	1.2% 4	1.2% 5	33NA
Security fences	51.9% 1	21.6% 2	8.3% 3	1.7% 4	1.2% 5	37 NA

3 Besides retail, which of the following uses do you WANT to see on Washington Avenue? (check all that apply)

50.6% 1	Single-family residential	36.9% 5	Residential above retail
21.2% 2	Two-family residential	49.0% 6	Professional offices
5.8% 3	Multi-family residential	56.4% 7	Park or open space
29.5% 4	Senior housing	6.2% 8	Other
31 Not Answered			

4 Besides retail, which of the following uses do you NOT want to see on Washington Avenue? (check all that apply)

8.7% 1	Single-family residential	13.7% 5	Residential above retail
24.9% 2	Two-family residential	8.7% 6	Professional offices
63.1% 3	Multi-family residential	6.6% 7	Park or open space
16.2% 4	Senior housing	8.3% 8	Other
62 Not Answered			

## SAFETY AND SECURITY

### 1 Is your household part of a block watch?

24.9% ☐ Yes  
41.1% ☐ No

29.0% ☐ Don't know  
12 Not Answered

### 2 How would you rate police protection:

Police protection:

			Good	Somewhat good	Neutral	Somewhat poor	Poor					
On your block?	Day	27.0%	1	22.8%	2	32.4%	3	8.3%	4	2.1%	5	18 Not Answered
	Night	22.4%	1	22.4%	2	28.6%	3	12.4%	4	3.3%	5	26 NA
In West Racine?	Day	22.0%	1	28.2%	2	35.3%	3	3.3%	4	1.2%	5	24 NA
	Night	18.3%	1	26.6%	2	35.7%	3	6.6%	4	1.7%	5	27 NA
On Washington Avenue?	Day	21.6%	1	25.7%	2	37.3%	3	2.1%	4	1.7%	5	28 NA
	Night	17.4%	1	26.1%	2	37.8%	3	5.0%	4	1.7%	5	29 NA

### 3 How safe do you feel:

			Safe	Somewhat safe	Neutral	Somewhat threatened	Threatened					
On your block?	Day	66.4%	<div><div>1</div></div>	17.0%	<div><div>2</div></div>	7.9%	<div><div>3</div></div>	2.5%	<div><div>4</div></div>	0.8%	<div><div>5</div></div>	13 Not Answered
	Night	42.3%	<div><div>1</div></div>	31.5%	<div><div>2</div></div>	7.1%	<div><div>3</div></div>	9.1%	<div><div>4</div></div>	2.1%	<div><div>5</div></div>	19 NA
In West Racine?	Day	51.9%	<div><div>1</div></div>	24.9%	<div><div>2</div></div>	12.4%	<div><div>3</div></div>	2.5%	<div><div>4</div></div>	0.4%	<div><div>5</div></div>	19 NA
	Night	24.5%	<div><div>1</div></div>	37.8%	<div><div>2</div></div>	16.2%	<div><div>3</div></div>	12.9%	<div><div>4</div></div>	0.4%	<div><div>5</div></div>	20 NA
On Washington Avenue?	Day	46.1%	<div><div>1</div></div>	25.3%	<div><div>2</div></div>	16.6%	<div><div>3</div></div>	4.6%	<div><div>4</div></div>	0.4%	<div><div>5</div></div>	17 NA
	Night	21.2%	<div><div>1</div></div>	36.9%	<div><div>2</div></div>	20.7%	<div><div>3</div></div>	13.7%	<div><div>4</div></div>	0.8%	<div><div>5</div></div>	16 NA

### 4 In your opinion, how would each of the following improve overall safety and security in West Racine?

	Greatly improve	Somewhat improve	Would not improve	
Increased lighting in neighborhood	42.7% <input type="checkbox"/> 1	36.1% <input type="checkbox"/> 2	7.5% <input type="checkbox"/> 3	33 Not Answered
Increased lighting on Washington	26.6% <input type="checkbox"/> 1	35.7% <input type="checkbox"/> 2	17.4% <input type="checkbox"/> 3	49 NA
Increased police presence	46.1% <input type="checkbox"/> 1	36.1% <input type="checkbox"/> 2	4.1% <input type="checkbox"/> 3	33 NA
Increased block watch efforts	44.8% <input type="checkbox"/> 1	34.0% <input type="checkbox"/> 2	3.3% <input type="checkbox"/> 3	43 NA
Increased property maintenance	49.0% <input type="checkbox"/> 1	29.5% <input type="checkbox"/> 2	4.6% <input type="checkbox"/> 3	41 NA
Decreased litter	46.5% <input type="checkbox"/> 1	30.7% <input type="checkbox"/> 2	7.5% <input type="checkbox"/> 3	37 NA
Increased “eyes” on public spaces	43.6% <input type="checkbox"/> 1	30.7% <input type="checkbox"/> 2	4.6% <input type="checkbox"/> 3	51 NA

### 5 How important are the following traffic issues to making West Racine a safer place for pedestrians?

	Important	Somewhat important	Neutral	Somewhat unimportant	Not important	
Decreasing speed on your block	49.4% <input type="checkbox"/> 1	15.4% <input type="checkbox"/> 2	13.7% <input type="checkbox"/> 3	1.2% <input type="checkbox"/> 4	6.6% <input type="checkbox"/> 5	33 Not Answered
Decreasing speed on Washington	33.6% <input type="checkbox"/> 1	22.4% <input type="checkbox"/> 2	21.2% <input type="checkbox"/> 3	3.7% <input type="checkbox"/> 4	6.6% <input type="checkbox"/> 5	30 NA
Decreasing distance to cross Washington	14.1% <input type="checkbox"/> 1	19.9% <input type="checkbox"/> 2	30.3% <input type="checkbox"/> 3	3.7% <input type="checkbox"/> 4	10.8% <input type="checkbox"/> 5	51 NA
Improving the visibility of crosswalks	32.0% <input type="checkbox"/> 1	25.7% <input type="checkbox"/> 2	16.6% <input type="checkbox"/> 3	3.3% <input type="checkbox"/> 4	3.3% <input type="checkbox"/> 5	46 NA
Adding stop signs	23.2% <input type="checkbox"/> 1	17.4% <input type="checkbox"/> 2	23.7% <input type="checkbox"/> 3	6.2% <input type="checkbox"/> 4	9.1% <input type="checkbox"/> 5	49 NA



# PUBLIC POLICY

- 1 What are you willing to do to decrease crime in West Racine? (check all that apply)**

56.0%	<input type="checkbox"/> 1	Become active in a block watch	20.3%	<input type="checkbox"/> 3	Allow the removal of street trees to increase lighting on residential streets
23.2%	<input type="checkbox"/> 2	Pay increased taxes for increased police patrol	13.7%	<input type="checkbox"/> 4	Other
48 Not Answered					
  
- 2 Are you willing to pay higher taxes for increased ordinance enforcement? (regarding property maintenance, noise, lighting, litter, etc.)**

32.4%	<input type="checkbox"/> 1	Yes	22.0%	<input type="checkbox"/> 3	No opinion
41.5%	<input type="checkbox"/> 2	No	10 Not Answered		
  
- 3 If a residential parcel becomes vacant in West Racine, how appropriate would the following be?**

			Appropriate	Somewhat appropriate	No opinion	Somewhat inappropriate	Innapropriate				
Parcel is developed into a community park or garden	49.4%	<input type="checkbox"/> 1	19.9%	<input type="checkbox"/> 2	9.5%	<input type="checkbox"/> 3	1.7%	<input type="checkbox"/> 4	5.8%	<input type="checkbox"/> 5	33 Not Answered
Residence of similar type to surroundings is built	56.4%	<input type="checkbox"/> 1	20.3%	<input type="checkbox"/> 2	6.6%	<input type="checkbox"/> 3	2.1%	<input type="checkbox"/> 4	2.5%	<input type="checkbox"/> 5	29 NA
Residence is built, that with the surrounding neighborhood, provides a combination of housing types	15.8%	<input type="checkbox"/> 1	22.0%	<input type="checkbox"/> 2	19.5%	<input type="checkbox"/> 3	11.6%	<input type="checkbox"/> 4	13.7%	<input type="checkbox"/> 5	42 NA
  
- 4 Chuches looking to locate in storefront buildings in a business area should:**

46.1%	<input type="checkbox"/> 1	Not be given precedence over commercial uses	45.2%	<input type="checkbox"/> 3	Have equal precedence with commercial uses
1.2%	<input type="checkbox"/> 2	Be given precedence over commercial uses	18 Not Answered		
  
- 5 Should the City of Racine remove the meters on parking spaces in West Racine?**

52.3%	<input type="checkbox"/> 1	Yes	18.7%	<input type="checkbox"/> 3	No opinion
27.0%	<input type="checkbox"/> 2	No	5 Not Answered		
  
- 6 Should parking be allowed on both sides of residential streets during months when snowfall is not an issue?**

63.1%	<input type="checkbox"/> 1	Yes	5.4%	<input type="checkbox"/> 3	No opinion
29.0%	<input type="checkbox"/> 2	No	6 Not Answered		

# QUALITY OF LIFE

- 1 What has happened to the quality of life in West Racine over the past 5 years?
- |       |  |                |  |
|-------|--|----------------|--|
| 5.0%  | <input type="checkbox"/> 1 Improved        | 14.9%          | <input type="checkbox"/> 4 Have been in neighborhood less than 5 years |
| 39.0% | <input type="checkbox"/> 2 Declined        | 8 Not Answered |  |
| 37.8% | <input type="checkbox"/> 3 Stayed the same |                |  |
- 2 In the next 5 years, what do you feel the quality of life will be?
- |       |  |                                  |   |
|-------|--|----------------------------------|---|
| 8.7%  | <input type="checkbox"/> 1 Improved          | 26.1%                            | <input type="checkbox"/> 4 Somewhat worse |
| 14.1% | <input type="checkbox"/> 2 Somewhat improved | <input type="checkbox"/> 5 Worse |   |
| 40.2% | <input type="checkbox"/> 3 Same              | 14 Not Answered                  |   |
- 3 What are the general problems with the properties (check all that apply):
- |   |       |                            |                    |                            |                |                            |       |                            |       |                            |                 |
|---|-------|----------------------------|--------------------|----------------------------|----------------|----------------------------|-------|----------------------------|-------|----------------------------|-----------------|
|   |       | Need paint                 | Need minor repairs | Need major repairs         | Need yard work | No problem                 |       |                            |       |                            |                 |
| Next to you, across the street, and across the alley? | 22.4% | <input type="checkbox"/> 1 | 32.4%              | <input type="checkbox"/> 2 | 15.4%          | <input type="checkbox"/> 3 | 35.7% | <input type="checkbox"/> 4 | 40.2% | <input type="checkbox"/> 5 | 19 Not Answered |
| On your block?  | 19.1% | <input type="checkbox"/> 1 | 36.5%              | <input type="checkbox"/> 2 | 14.1%          | <input type="checkbox"/> 3 | 30.7% | <input type="checkbox"/> 4 | 35.7% | <input type="checkbox"/> 5 | 26 NA           |
| In West Racine  | 34.0% | <input type="checkbox"/> 1 | 51.9%              | <input type="checkbox"/> 2 | 22.8%          | <input type="checkbox"/> 3 | 38.2% | <input type="checkbox"/> 4 | 18.7% | <input type="checkbox"/> 5 | 41 NA           |
- 4 If you live in West Racine, why? (check the 5 most important)
- |       |   |                                       |  |
|-------|---|---------------------------------------|--|
| 19.9% | <input type="checkbox"/> 1 Born/raised in             | 8.3%                                  | <input type="checkbox"/> 9 Proximity to transit      |
| 51.9% | <input type="checkbox"/> 2 Community atmosphere       | 49.0%                                 | <input type="checkbox"/> 10 Affordable housing       |
| 56.8% | <input type="checkbox"/> 3 Appearance of neighborhood | <input type="checkbox"/> 11 Low taxes | 7.1%   |
| 49.0% | <input type="checkbox"/> 4 Safety and security        | 38.2%                                 | <input type="checkbox"/> 12 Good schools             |
| 26.1% | <input type="checkbox"/> 5 Proximity to employment    | 19.5%                                 | <input type="checkbox"/> 13 Religious institution(s) |
| 44.8% | <input type="checkbox"/> 6 Proximity to shopping      | 21.6%                                 | <input type="checkbox"/> 14 Good services            |
| 15.4% | <input type="checkbox"/> 7 Proximity to metro area    | 6.2%                                  | <input type="checkbox"/> 15 Good government          |
| 11.2% | <input type="checkbox"/> 8 Proximity to lake          | 10.4%                                 | <input type="checkbox"/> 16 Other                    |
|       |   | 12 Not Answered                       |  |
- 5 Which of the following community programs would/does your household use in West Racine? (check all that apply)
- |       |   |                  |   |
|-------|---|------------------|---|
| 14.5% | <input type="checkbox"/> 1 Adult enrichment classes | 7.9%             | <input type="checkbox"/> 4 Senior center        |
| 5.8%  | <input type="checkbox"/> 2 Day care                 | 17.0%            | <input type="checkbox"/> 5 Sports/recreation    |
| 6.6%  | <input type="checkbox"/> 3 Teen center              | 23.7%            | <input type="checkbox"/> 6 Art/craft activities |
|       |   | 143 Not Answered |   |
- 6 Please provide any additional comments about the West Racine neighborhood:
- See attached "West Racine Additional Comments"
- 
- 
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Please use the enclosed envelope to return this survey to the West Racine Business and Professional Association, P.O. Box 080731 Racine, WI 53408-0731. Thank you for your time.

## Background Information #5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1000 Blaine	3	1.2	1.2	1.2
	1000 Cleveland	1	.4	.4	1.7
	1000 Grove	3	1.2	1.2	2.9
	1000 Hayes	5	2.1	2.1	5.0
	1000 Lathrop	1	.4	.4	5.4
	1000 Westlawn	2	.8	.8	6.2
	1100 Arthur	3	1.2	1.2	7.5
	1100 Blaine	1	.4	.4	7.9
	1100 Cleveland	2	.8	.8	8.7
	1100 Hayes	3	1.2	1.2	10.0
	1100 Lathrop	2	.8	.8	10.8
	1100 Monroe	2	.8	.8	11.6
	1100 Westlawn	2	.8	.8	12.4
	1200 Arthur	1	.4	.4	12.9
	1200 Arthur	7	2.9	2.9	15.8
	1200 Blaine	2	.8	.8	16.6
	1200 Cleveland	5	2.1	2.1	18.7
	1200 Grove	3	1.2	1.2	19.9
	1200 Hayes	6	2.5	2.5	22.4
	1200 Illinois	1	.4	.4	22.8
	1200 Monroe	2	.8	.8	23.7
	1200 Westlawn	4	1.7	1.7	25.3
	1300 13th	1	.4	.4	25.7
	1300 Arthur	2	.8	.8	26.6
	1300 Blaine	7	2.9	2.9	29.5
	1300 Cleveland	4	1.7	1.7	31.1
	1300 Grove	7	2.9	2.9	34.0
	1300 Hayes	3	1.2	1.2	35.3
	1300 Monroe	2	.8	.8	36.1
	1300 West	3	1.2	1.2	37.3
	1300 Westlawn	4	1.7	1.7	39.0
	1400 Arthur	1	.4	.4	39.4
	1400 Cleveland	3	1.2	1.2	40.7
	1400 Lathrop	1	.4	.4	41.1
	1400 Maconroe	1	.4	.4	41.5
	1400 Monroe	1	.4	.4	41.9
	1400 Westlawn	2	.8	.8	42.7
	1500 Arthur	3	1.2	1.2	44.0
	1500 Blaine	3	1.2	1.2	45.2
	1500 Cleveland	1	.4	.4	45.6
	1500 Grove	2	.8	.8	46.5
	1500 Hayes	1	.4	.4	46.9
	1500 Lathrop	1	.4	.4	47.3
	1500 Monroe	4	1.7	1.7	49.0
	1500 West	1	.4	.4	49.4
	1500 Westlawn	1	.4	.4	49.8
	1600 Westlawn	1	.4	.4	50.2
	3200 Washington	1	.4	.4	50.6
	3200 Wright	2	.8	.8	51.5
	3300 Washington	1	.4	.4	51.9
	3320 Lindermann	1	.4	.4	52.3
	3400 13th	1	.4	.4	52.7
	3400 Haven	1	.4	.4	53.1
	3400 Kinzie	1	.4	.4	53.5
	3400 Washington	2	.8	.8	54.4
	3400 Wright	1	.4	.4	54.8
	3500 13th	2	.8	.8	55.6
	3500 Graceland	1	.4	.4	56.0
	3500 Haven	2	.8	.8	56.8
	3500 Kinzie	1	.4	.4	57.3
	3500 Lindermann	1	.4	.4	57.7
	3500 Washington	6	2.5	2.5	60.2
	3500 Wright	1	.4	.4	60.6
	3600 Graceland	1	.4	.4	61.0
	3600 Haven	6	2.5	2.5	63.5
	3600 Kinzie	1	.4	.4	63.9
	3600 Lindermann	2	.8	.8	64.7
	3600 Washington	1	.4	.4	65.1
	3600 Wright	1	.4	.4	65.6
	3700 13th	1	.4	.4	66.0
	3700 16th	1	.4	.4	66.4
	3700 Haven	2	.8	.8	67.2
	3700 Kinzie	1	.4	.4	67.6
	3700 Lindermann	2	.8	.8	68.5
	3700 Washington	1	.4	.4	68.9
	3700 Wright	1	.4	.4	69.3
	3800 Haven	2	.8	.8	70.1
	3800 Kinzie	1	.4	.4	70.5
	3800 Lindermann	2	.8	.8	71.4
	3900 Washington	1	.4	.4	71.8
	4300 Washington	1	.4	.4	72.2
	600 Blaine	1	.4	.4	72.6
	600 Monroe	4	1.7	1.7	74.3
	600 Westlawn	1	.4	.4	74.7
	700 Arthur	1	.4	.4	75.1
	700 Blaine	1	.4	.4	75.5
	700 Cleveland	3	1.2	1.2	76.8
	700 Indiana	1	.4	.4	77.2
	700 Lathrop	1	.4	.4	77.6
	700 Monroe	2	.8	.8	78.4
	700 Westlawn	1	.4	.4	78.8
	800 Arthur	4	1.7	1.7	80.5
	800 Blaine	3	1.2	1.2	81.7
	800 Cleveland	3	1.2	1.2	83.0
	800 Hayes	1	.4	.4	83.4
	800 Monroe	2	.8	.8	84.2
	800 Westlawn	1	.4	.4	84.6
	900 Blaine	4	1.7	1.7	86.3
	900 Grove	3	1.2	1.2	87.6
	900 Hayes	2	.8	.8	88.4
	900 Lathrop	4	1.7	1.7	90.0
	900 Monroe	2	.8	.8	90.9
	900 Westlawn	3	1.2	1.2	92.1
	Not answered	19	7.9	7.9	100.0
	Total	241	100.0	100.0	

## West Racine Additional Comments:

Noise: cars at night properties near Linderman and Blaine (some) not taken care of. Is it migrating west?  
Would like fewer residential rentals and more owner occupied homes ETC. Some rentals are looking really bad lately.  
Please limit #'s of them and work for strict up keep guidelines! Clean up alleys of old cars and other junk. Also, we really don't need a smoke shop. Looks so very junky. Terrible window signs.  
We have lived in this house over 42 years- we hope to be able to live here until we die. It is such a convenient area and we hope it will continue to be a primarily owner occupied housing area. Rental properties in the 900 and 1000 blocks of Grove are quite often a problem.  
Change in rental tenants can destroy the atmosphere over night. In the past we've had homeowners with undisciplined teens that made life difficult. groups of kids (2-6) walking thru are often a problem.  
Decrease speed limit on 16th by Westown. Put up a four way stop sign by Westown. Trying to get across Wright Ave. is hard to see with parked cars on Wright Ave. maybe decrease speed limit. Have a side walk all the way down on West Blvd. (west side)  
Area between Kimzi/West Blvd/Washington Ave is deteriorating greatly. Pride in residence and pride in snap crimes ? establishments needs to be reinstated. My husband and I plan to leave the area within the next five yrs. after kids are done with school.  
The property at 3823 Wright Ave. faces my home alley and the new tenants are a mess, don't know what all goes on over there. Has improved home since our Alderman and City house did something about it. It is always a mess. Did the best I could. I'm 91 years old, don't get around as good anymore."  
I love W. Racine and my home: want to stay here. But I'm concerned about deteriorating housing on my block: Both rental (absentee landlords) and owners. Lawns are neglected; 3 times as many cars as houses on street, loitering noise, a fight on my front lawn last weekend- I'm getting worried"  
I think that trees are part of the beauty of West Racine and that every effort should be made to save them. I feel that West Racine is in danger of becoming like uptown. It is partly the type of store/business moving in and partly the new signage being put up. If the trend continues it could spoil West Racine.  
We do not shop at Piggly Wiggly because it is dirty. I have received cuts merchandise there.  
Some of the sidewalks should be replaced and brighter lighting on the side streets (trees shield light in summer) also better weed control and planters with flowers would be an improvement.  
Instead of having a big pole light outside our bedroom windows. It would be nice to have the newer lamp post at least two on one block. Some corners are poorly lit. The new lamp post, give a warmer glow to neighborhood. I see a lot of improvement where I live. The biggest problem is there's more rental property. A lot of rental on Kinzie. This has caused more people to move in or out.  
West Racine definitely needs change and updating, including restaurants, cafe's etc. People in Racine need to be more openminded!! Thank you for helping this area out!  
Definitely Deteriorating! Increasing number of absentee landlords are leading to more crime and drug activity in west Racine. Have been here for 30+ years but would not move here under present conditions  
Please keep the residents and homeowners in mind-as well as the business folk  
Traffic and Noise Ordinances must be dealt with aggressively. Hayes Ave. between Linderman and Kinzie is ATROCIOUS- the noise and the vehicles (including semi trucks) exceed the speed limit daily- night time is worse. There are numerous children who live on this street. We have called the Police on a weekly basis because of the speeders. They come out for an hour then leave.  
No mention here about owner-occupied residential, but I wonder if it can be stimulated. I would love it. I would love to see more restaurants, and allow them to serve liquor if they want to. Need better enforcement of noise ordinance-i.e. car stereos-to maintain quality of life. I'd love to see bump-outs at corners on Washington Ave.  
Addition of flowers on the light posts would be nice  
A good family restaurant is terribly needed (with or without liquor).  
MYOB There's too many nosey neighbors sticking their nose in everybody's business as of is  
Potential  
We need to update W.R. make it a family/ business/ church area.  
West Racine continues to have a hodge podge look of storefront. Something must be done to make people want to stay in W. Racine not by accident.  
No alcohol except in family restaurants. More clothing shops, children and adults. Danish and Scandinavian shops theater. Need to replace trees that have been out. Need people to take care of houses. Landlords need to be held accountable.

Piggly Wiggly need to expand like Spring St.- Piggly Wiggly. Need more parental involvement with kids. Alley's need cleaning. Too close to ghetto.

Calico Corner fits in and I love the idea of using a house for this type of business

MAJOR CONCERNS: 1. Feel that speed limit needs much more control-I feel unsafe walking because of this. 2. Decline in residents-lower income, lower socioeconomic's, drug dealing, poor house and lawn maintenance. 3. Restaurants serving alcohol OK with control. Need to accept change. 4. No parking meters in lots.

I think we do need to get W. Racine cleaned up between the people, houses and landlords. A lot of young people have moved to Mt. Pleasant; Caledonia because of Rif Rat. I think that we do need to get it cleaned up before we lose more middle income people- If it doesn't change we could be next within 3-5 years. West Racine is a great community with great old houses (affordable) we don't want to see it go down like Park college, etc!!

Speed enforcement needs to be a major issue.

Why isn't Rasmussen Jewelry sign not taken down and the Paper Station?

Some of the people moving into West Racine don't keep their houses up. I don't like the stranger that walks into houses and robs them. He doesn't stay locked up. Something needs to be done.

I love West Racine, your survey seems slanted towards a negative perspective of the area... possibly for political reasons? I will not be voting for Jim Spangenberg based on this survey and his hatred for West Racine

Landlords in West Racine should be made responsible for the appearance of their property-it seems that many renters don't care. This makes the whole area look shabby. The tattoo parlor looks like a place of torture with those chains in the windows and their choice of fonts for their signs.

Too much loud music in cars going by or parking in neighborhood. Kids playing football, baseball, and skateboarding in streets, not enough lighting at night and patrolling."

Keep cars from parking on street (Washington Ave.) during winter--so plows can adequately remove snow.

It is difficult to watch the continued decline with property upkeep, lack of supervised youth, lack of respect for property... None of which is specific to West Racine. There is little accountability. My block is GREAT but across alley and around corners the decline is dramatic.

Part of the ""charm"" of West Racine are the longevity of its residents, the atmosphere created, and the uniqueness of the neighbor. What exists today has been around for years-Nelson's Dime Store, Larson's Bakery, Bentsen's Bakery!

Positives and reasons we live there= Safe & quiet, Convenient, Reasonable, practical Improve- Neighborhood cleanliness; how to make older houses attractive, marketable, more desirable as long term family residences If neighborhood housing prospers commercial will be fine"

West Racine has been my home since 1972. For the last fifteen years or so we have had numerous break ins. Car windows smashed out, tires slashed, walk into homes and steal purses and wallets. I have safety locks on my doors and windows and still do not feel safe in my home Yes we have ""neighborhood watch"". All that is accomplished is to keep the police informed as to what is going on in West Racine. I have talked to other people in different parts of Racine and have heard the same story. We need a ""foot cop"" but that would be too much to ask.

It would be excellent to have small ""green spaces"" with benches on Washington Ave. An attempt to increase the shopping (like on main street) would be beneficial to the neighborhood. Keep the ""old fashioned"" feel... No need to modernize.

I've noticed some of the houses are not as well kept as expected. Bushes are not trimmed out.

Need to improve alleys. Never let Piggly Wiggly close its doors very important part of West Racine.

The Tattoo Parlor is a tacky disgrace to the quaintness of West Racine.

Love the area Feel Safe Good Neighbors

We need to ensure the people of the inner city areas not make way to West Racine. No more liquor stores/taverns. Might reduce activity. I like multi-racial and ethnic differences as long as quality of life remains good.

Everyone's yard looks professionally landscaped, we know each other and our children have fun and feel safe here on any block-Keep the scum out-we all love renovating our beautiful old homes-every week someone has something new done-it's great-keep the bad people who don't belong in our neighborhood from coming here- that's my request! I've grown up in million dollar houses and lived in Corona Del Mar California (Newport Beach) keep the good, good and the bad out."

Keep out the drug pushers and users

No alcohol, no bars, taverns, no open intoxicants, 1 liquor store is enough

Two unit housing is bringing in bad tenants. Landlords are renting to undesirable and letting property get run down.

An upscale pub would be an excellent addition to the Washington Ave area.

I feel that with the number of 2 family homes in West Racine that are not owner occupied have caused the appearance, safety, and wholesome quality of the neighborhood to decrease. In the past year as a result of these things of ""transient"" neighbors myself or other neighbors have had to contact police and health dept. to take care of matters. The speeding on my street and the traffic is incredible. I don't see or feel there is enough police presence



in West Racine. We need the old fashioned way to get residents and cops to know each other. It seems like some homeowners do not care how their homes and yards look.

1500 Block and 1400 Block of Grove need something to slow traffic. A lot of smaller kids live there and traffic excessive to beat west blvd. and 16 st. light . also more low-lives moving to area (rentals) West town dangerous at night.

Neighbors garage desperately needs to be painted. Overall area is good. Need more street trees to make area more attractive and comfortable. Need speed patrol on Lathrop not uncommon for cars to speed in excess of 50 mph, they also pass on the on the right side which is suppose to be parking. I could get killed cutting the grass between the street and the sidewalk.

Store fronts need a coordinated appearance; they're rather haphazard. I believe West Racine is a very safe area. No problem now. I would like to see Piggly Wiggly enlarged and improved (remodeled).

We love West Racine! Would like to see the street cleaner hit the 1200 block of Hayes more often. They come by too late and the street already has cars parked here. Wish enfusino's restaurant could have trash picked up a little later in the morn. It's so noisy!

It is a good idea to do this survey we appreciate all your efforts. Thank you

Bigger and newer Piggly Wiggly store.

1) Parking is hard to find on our blocks at night please remove restrictions. 2) Big trees are covering lights and more lights are needed. 3) Teen centers that encourage the youth with sports or craft activities to do. Keep gangs off the streets and out of the youth center.

This is a dry area and has kept the crime rate low because people aren't congregating at taverns. The people are friendly and watch out for one another. The speed of driving vehicles has increased no matter time of day and motorcycles can be very loud. Taxes have increased 9% per year for the past ten years based on assessed value.

Our main problem: Alley traffic- especially east-west direction- a lot of kid- related activities: spray painted gang graffiti (which has declined !): upsetting garbage cans; overturning our daughter's car parked on garage pad in rear; Littering by traffickers with food stuff discards- bags, napkins, containers- Results in constant ""Policing"" of alley to keep somewhat presentable or clean.

Rentals on South side of Wright Ave. (3200 Block) need some major repairs- Occupants have too many cars- many cars have obnoxious car alarms that go off several times during night- rude dogs to the left and right of our residence. Are there historical significances that could be emphasized? Are there home care benefits for West Racine residents- i.e. free paint, lawn service for seniors.

Bike racks convenient/safe to stores -movie theater (across West Blvd), recreation, -no pawn shops, 2nd hand stores"

As residents who enjoy taking walks through the neighborhood. We are concened about the number of aggressive dogs who do not appear to be adequately ""restrained"" This directly affects our walking to the business district with our child. We would like to see more social events sponsored (i.e. music at wilson's, side walk days, a taste of W. Racine.

Good to live in

Been here 4 years

West Racine is still a good community per say. We need more police involvement in (patrolling) surrounding areas adjacent to Washington Ave. Night time activities in alleys. cars being egged noise.

I like it!

I wish laws regarding fire works were enforced. I have found bottle rockets in my yard all 3 summers I have lived there.

This neighborhood is much worse for people using fireworks than the last I lived in. I am concerned about too many houses becoming rental properties. You can see the neighborhood deteriorating at the east end.

We'd like to see more quality businesses move into West Racine and Washington. Great examples are Johnson's Furniture, and Wilson's. We do not like to see things like the Tatoo shop! More ambience would be great... benches , nice street lamps

A better motif then the Western days activities is needed to tie the neighborhood fabric together. A specialty shop with hand craft demonstrations (i.e. candle making, Johnson restaurant with a goat cating grass on thatched roof, Kringle bakery with employees in costumes) would attract tourists and give character to business district. I did a plan for business district in New Glasses in 1972 which did something. I'm at 633-9218 for the last 20 years.

One big problem is the rental properties. The places look run down and need of repair. We are getting more and more people who do not care about there properties and there children. There is so little respect or concern that the police are at some of my neighbors houses every day. You never saw that 5 years ago. And the parents are just as bad as the kids.

The survey is a nice way to know they are those trying to improve living conditions in West Racine.

Ive' liked the idea of neighborhood block parties. Ive enjoyed living here. When our garage needed painting, actually I was glad to get a letter telling us to do so. It meant others cared about the neighborhood. It would be great to have a park in walking distance that was clean and not full of glass, etc.

Have always loved the different housing characteristics in West Racine. Very much appreciate the delayed stop lights at

Wright and Lathrop. Should use at many more lighted intersections. Would like to see the police unless they're on a call.

I worked in West Racine 25 years and have lived here since 1943. I have been satisfied with it and wouldn't have stayed here.

Overall neighborhood is very nice. Winter services are some of the worst we have seen, Salt and snow removal are not acceptable for a city of this size. Lead pipes used for water out of date and unsafe

In six months next door neighbor cleans van out of empty fast food container's on curb regardless if it's in front of their resident's leaving it up to other neighbor's to clean up Now we have baby disposable diaper's on curb. (Landlord has been contacted before) will contact our alderman

Absentee land lords who do not maintain rental property

Have alternate parking in winter so streets can be cleared to the curbing. Have other areas to pay taxes than the city hall, like we did 2 yrs. ago!

No tattoo parlor, continue ruling for no taverns.

We have many multi family homes in West Racine and absentee landlords- We need to make sure those landlords keep the property in good repair and rent of responsible tenants

I wish there was some way to better control the increase in loud, booming car stereos-there are two police officers living on my block, but nothing seems to address this problem effectively.

West Racine is old, that's what gives the character that I love so much. The closeness to the neighbors-all look out for one another. Sidewalks to any where you want to go. We love to walk to restaurants or go for a beer on a hot day, walk the dog. The beauty of the old houses! We love West Racine!! The best place to live in all of Racine.

What I dislike the most is the city ordinance on parking on one side of the street only during non-snow months. This is ridiculous and unfair given there are no signs to tell visitors or new people moving in to the neighborhood.

We feel a tattoo parlor is inappropriate in West Racine, what's next a bar?

Take meters out and have on street parking, parking lot in back of Christy's great. Need more space."

Add sidewalk outdoor cafe table at Pizza place. Benches at bus stops/or shelters. Outdoor street vendors ice cream/ flowers etc. Flower planters at businesses. Annual senior citizen event. Diverse business. Host Kringle tours with travel agencies.

I love West Racine- it is hard because you can never go back. I grew up here and remember safely walking the whole West Racine area. The shops that were family oriented are all gone. Nelsons is still there, but the ladies are quite grumpy by now. It's not too late, but we have to be strong and clear in our desires- the rest is up to team work!!

Thank you for your efforts!!

The residential neighborhoods can be improved by adding street lighting and street tree replanting. The lighting should be appropriate for age of houses-not huge wood poles. With street trees and appropriate lighting West Racine neighborhood is desirable quaint and charming-without them it is a bunch of old houses!

There seems to be more absentee landlords here, this is becoming a problem in some areas. Houses in disrepair should be addressed!

Clean up the Piggly Wiggly and surrounding area.

The 900 block of Grove Avenue is one side parking only- this causes a huge problem with snow removal-on evenings with a lot of snow we should park on the east side of the road to be able to clean out the West Side!

1) My car has been broken into three times in the last six years. 2) Cars speed down Blaine because there is no stop sign.

West Racine is where I live. I work in Milwaukee, go to school in Chicago, attend church on the Northside, and belong to a recreation club west of I-94. In today's mobile society, I go where I get the best deal. Businesses I use are Nelson's Camera World, and Commitments they are the best and what they do.

Generally speaking I feel very safe in my neighborhood and my neighbors take care of their houses and yards which is important to me.

My biggest complaint is street parking in our neighborhood. We get at least one ticket a week. We only have one garage off the alley and no driveway. Neighbors who have driveways park their cars on the road, we have two cars and never anywhere to park the one during the week when we have to park on certain sides. \$10-\$20 to park on our road every week adds up fast.

I feel West Racine is a good area to live in.

Property taxes are too high!!

I feel that overall it's pretty good-except I strongly feel the policy should and could hand out more tickets for the (bass) noise in the auto's that drive up and down Kinzie ave. Thank you!

CONDEMN OLD AREAS CONTROL WEEDS AND OUT OF CONTROL TREE AND BUSH GROWTH

Don't like the tacky tattoo Parlor, smoke shops or karate schools. What happened to our Danish Village, also we need more lighting.

Too many problems with the park located on 16th St. Very unruly people attend the games. Need more police to patrol the drinking and underage drinking especially in the alley between Lawn and Lathrop. A lot of problems for residence/owners.

PAGE 7 QUESTION 3=THE PARCEL SHOULD BE UPGRADED RESIDENTIALLY.

I feel the parking regulations is somewhat ridiculous. This causes a little tension with neighbors. Nobody wants a parking ticket or to get into confrontations with neighbors.

Need to have area's for children to go and teens! Activities for young and old. Crafts, computer learning centers, educational enrichment!

In Racine as a whole, I think the police force needs to place a major focus on getting rid of DRUGS-it impacts all neighborhoods. A neighbor's son has a drug dealer make deliveries to him in our alley.

We need to get a grasp on crime: appearance of houses thru ordinances

West Racine has always been a nice urban type neighborhood-we have children, teens, young families and seniors. Keep it up is with improvements appropriate.

Do something about making the intersection where Blaine Ave, Osborne Blvd, and Haven come together! Unsafe

I have lived in West Racine since 2nd grade, my major concern is the properties down closer to Piggly Wiggly and West Blvd. are starting to deteriorate somewhat and are not being kept up as in the past. I would like to see the "community" feeling continue as we love our neighbors and neighborhood and do not want to see things go downhill.

# APPENDICES

## City of Racine Housing Improvement Programs

City of Racine – Housing Department  
(262) 636-9197

### Homeowner Deferred Rehabilitation Loan Program

This program is a fixed-rate homeowner low-interest program, with interest and principal re-payments deferred until the property is sold or transferred. Loans are limited to single and two-family residential structures. Priority consideration will be given to the rehabilitation of properties most in need of repair and whose rehabilitation will yield a significant benefit of the neighborhood. Loan funds may be used for the correction of major housing and building code violations, weatherization, exterior rehabilitation and selected interior repairs. The loan carries a three percent interest rate for a term of up to 20 years. All loans are secured by a mortgage on the property.

### Homeowner Fixed Interest Rehabilitation Loan Program

This program provides for a fixed interest rehabilitation loan, with the interest rate based upon the income of the homeowner. Priority consideration will be given to the rehabilitation of properties most in need of repair and whose rehabilitation will yield a significant benefit of the neighborhood. Interest rate on the loan is three or five percent depending on the income of the applicant. Only low or moderate incomes as determined by the U.S. Department of Housing and Urban Development are eligible to participate in the program. The loan proceeds may be used for the correction of major housing and building code violations, weatherization, exterior rehabilitation and selected interior repairs. The loan term can be for up to 20 years. Monthly re-payment of the principal and interest is required. All loans are secured with a mortgage on the property.

### Rental Assistance Rehabilitation Program

This program provides loan funds for the rehabilitation of non-owner occupied residential property occupied by low and moderate-income tenants. Loans may be available for up to 75% of the cost of the rehabilitation project. The loan rate is five percent with term up to 20 years. Loan funds may be used for the correction of major housing and building code violations, weatherization, exterior rehabilitation and selected interior repairs. All loans are secured with a mortgage on the property. Eligibility for the program is based upon the income of the tenants.

### Mixed Use Rehabilitation Loans

This program provides for the rehabilitation of residential units contained in mixed use structures. Loan funds may be used for interior rehabilitation work of the residential portion of the building. Loan amount up to \$8,000 per dwelling unit, with a maximum of two units assisted in any one structure. The loan rate is five percent with a term up to 20 years. All loans are secured with a mortgage on the property.

### Free Exterior Paint Program

This program provides free exterior paint to low and moderate income homeowners and landlords who own property which is rented to low and moderate income tenants. In the spring of each year, the City solicits applicants for participation in the program. Participants must complete the painting by November.

### 2001 Housing Program Income Limits

In order to qualify for any of the programs listed above, the total family income of the interested participants may not exceed the income set forth in their family size.

Family Size	1 person	2 persons	3 persons	4 persons	5 persons	6 persons	7 persons	8+ persons
Deferred	\$12,850	\$14,650	\$16,500	\$18,350	\$19,800	\$21,250	\$22,750	\$24,200
Fixed (3%)	\$21,400	\$24,450	\$27,500	\$30,550	\$33,000	\$35,450	\$37,900	\$40,350
Fixed (5%)	\$34,200	\$39,100	\$44,000	\$48,900	\$52,800	\$56,700	\$60,600	\$64,500

(The income limits for tenants under the Rental Assistance Program, Mixed Use Program and the income limits for the Free Paint Program are the same as the Fixed 5% Program)