

The background of the cover is a photograph of a public square in Racine, Wisconsin. On the right side, a tall, ornate stone monument with a statue on top stands prominently. To the left, there are modern brick buildings with large windows. In the foreground, a paved plaza with picnic tables and benches is visible. A large, semi-transparent light blue circle is overlaid on the left side of the image, and a thick, dark blue wavy line runs across the bottom. The title text is overlaid on the top left in a bold, italicized, dark blue font.


# ***CITY OF RACINE COMPREHENSIVE PLAN***

Adopted July 15, 2025

# Contents

<b>Authors and Contributors .....</b>	<b>4</b>
<b>How to Use this Plan.....</b>	<b>6</b>
<b>List of Key Terms.....</b>	<b>7</b>
<b>Chapter 1: Community Context .....</b>	<b>8</b>
Community Profile .....	10
Demographics .....	11
Regional Setting.....	12
Community Engagement.....	13
Housing .....	18
Employment and Education.....	20
Transportation .....	26
<b>Chapter 2: Equity .....</b>	<b>30</b>
Goal 1: Diversity.....	34
Goal 2: Equitable Land Use .....	36
Goal 3: Opportunity .....	38
Goal 4: Wealth .....	40
Goal 5: Community Stability.....	41
<b>Chapter 3: Sustainability and Resiliency .....</b>	<b>42</b>
Goal 1: Green Buildings .....	45
Goal 2: Public Realm.....	46
Goal 3: Ecosystems.....	48
Goal 4: Mitigation .....	50
Goal 5: Resilience .....	52
<b>Chapter 4: Smart City.....</b>	<b>54</b>
Goal 1: Smart Government .....	57
Goal 2: Smart Places.....	58
Goal 3: Innovation.....	60
<b>Chapter 5: Land Use .....</b>	<b>62</b>
Existing Land Use.....	65
Existing Zoning.....	67
Future Land Use.....	69
Goal 1: Character and Livability.....	90
Goal 2: Efficient and Sustainable Land Use .....	92





Goal 3: Development and Redevelopment.....	94
<b>Chapter 6: Housing .....</b>	<b>96</b>
Goal 1: Housing Stock .....	100
Goal 2: Land Use and Transportation .....	102
Goal 3: Home Ownership.....	104
Goal 4: Neighborhood Character and Identity .....	106
Goal 5: Fair Housing, Equity, and Affordability.....	107
<b>Chapter 7: Economic Development .....</b>	<b>108</b>
Goal 1: Regional Economy .....	112
Goal 2: Business Friendliness.....	115
Goal 3: Entrepreneurship.....	116
Goal 4: Neighborhood Identity.....	117
Goal 5: Promotion.....	118
Goal 6: Employment .....	119
<b>Chapter 8: Transportation &amp; Mobility.....</b>	<b>120</b>
Goal 1: Multi-modal Transportation .....	124
Goal 2: Land Use and Housing .....	128
Goal 3: Walkability .....	130
Goal 4: Regional Transportation .....	132
<b>Chapter 9: Parks, Open Space, &amp; Environment.....</b>	<b>134</b>
Goal 1: Natural Resources.....	138
Goal 2: Parks and Recreation.....	143
Goal 3: Sustainability and Resiliency .....	144
Goal 4: Conservation .....	146
<b>Chapter 10: Community Facilities &amp; Utilities.....</b>	<b>148</b>
Goal 1: Utilities .....	151
Goal 2: City-Owned Facilities.....	152
Goal 3: Historic Preservation .....	154
Goal 4: Public Safety.....	156
<b>Chapter 11: Implementation.....</b>	<b>158</b>



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# HOW TO USE THIS PLAN

Wisconsin's 1999 planning legislation, or "Smart Growth" legislation, requires municipalities to adopt Comprehensive Plans composed of nine elements related to future planning and development. The previous plan for Racine was organized according to these nine elements. This updated Comprehensive Plan consolidates the nine required elements while highlighting local strategies and priorities to make this document more user friendly to readers.

The Comprehensive Plan is composed of eight sections. The first section is background, sections 2-7 include six major elements of the plan, and the final section is focused on implementation of the goals and actions in the plan.

**Chapter One: Community Context** - provides history, demographic data, economic data, trends, population projections, and the overall vision and principles of the Comprehensive Plan. This section also includes a summary of the community involvement process.

**Chapter Two: Equity** - reaffirms the City's commitment to address inequity via economic, racial, and environmental justice goals and actions.

**Chapter Three: Sustainability & Resiliency** - provides an overview of economic, environmental, and social challenges and the key actions the City can take to become a healthier, greener, thriving City long into the future.

**Chapter Four: Smart City** - provides an overview of the ways Racine can improve efficiency, improve communications between government and residents, and strengthen systems to ensure the City keeps pace with rapid technological shifts affecting our society.

**Chapter Five: Land Use** - includes the existing and Future Land Use Maps for the City of Racine with descriptions of the new Land Use Categories and

desirable uses for each area of the City. This section also includes goals and actions for the development of the future land use in Racine.

**Chapter Six: Housing** - provides information and background on major housing themes ranging from design, tenure, and affordability along with major goals and actions related to housing.

**Chapter Seven: Economic Development** - provides data and background on employment, tourism, and placemaking trends in the City and region along with goals and actions towards improving economic vitality and opportunity.

**Chapter Eight: Transportation & Mobility** - provides data and background on all modes of transportation including regional transportation information, public transportation, and active transportation along with goals and actions for improving mobility, accessibility, and connectivity.

**Chapter Nine: Open Space & Environment** - provides information and background about natural resources, recreational assets, and environmental systems along with goals and actions for improving health, sustainability, and environmental quality.

**Chapter Ten: Community Facilities & Utilities** - provides an inventory of City-owned properties, utility systems, and background on historic preservation assets along with goals and actions for maintaining and expanding public services, infrastructure, and facilities.

**Chapter Eleven: Implementation** - lists each of the goals and actions from the Comprehensive Plan in each element of the plan along with their prioritization.



# LIST OF KEY TERMS

As you use and read through this plan, you may come across a few terms. Below is a list of often-used words and concepts for your reference - keep an eye out throughout the plan for discussion of these ideas and principles. You may also come across acronyms and abbreviations referring to government agencies, planning terminology, or institutions.

## **Affordable Housing:**

Affordable housing is defined by the U.S. Department of Housing and Urban Development (HUD) as access to decent and safe housing that costs no more than 30 percent of a household's gross monthly income. Housing costs for homeowners include the sum of mortgage payments or similar debts on the property; real estate taxes; fire, hazard, and flood insurance on the property; and utilities (heat and light). For renters, monthly housing costs include rent and utilities.

## **Brownfield/Greyfield:**

Brownfields are properties, the expansion, redevelopment, or reuse of which may be complicated by the presence of potential presence of a hazardous substance, pollutant, or contaminant. A greyfield may look like a brownfield, but is characterized by underutilization and a large amount of pavement.

## **Common Council:**

A governing body that shall have the management and control of the city property, finances, highways, streets, navigable waters, and the public service, and shall have power to act for the government and good order of the city, for its commercial benefit and for the health, safety, welfare and convenience of the public, and may carry its powers into effect by license, regulation, suppression, borrowing, taxation, special assessment, appropriation, fine, imprisonment, and other necessary or convenient means. (Wisconsin State Legislature)

## **Comprehensive Plan:**

A comprehensive plan is a local government's guide to community, physical, social, and economic development. Comprehensive plans are not meant to serve as land use regulations in themselves; instead, they provide a rational basis for local land use decisions with a thirty-year vision for future planning and community decisions. (Wisconsin State Legislature)

## **Density:**

The term "density" is typically used to refer to the amount of housing units that are able to be developed on a given area of land - often expressed in dwelling units per acre. It is important to note that density is not the same thing as building height, size, or design.

## **Economic Development:**

The process of creating wealth through the mobilization of human, financial, capital, physical, and natural resources to generate marketable goods and services.

## **Environmental Corridor:**

Key elements of the natural resource base of the Southeastern Wisconsin Region: lakes, streams, and associated shorelands and floodlands; wetlands; woodlands; wildlife habitat areas; areas of rugged terrain and high-relief topography; wet, poorly drained, and organic soils; and remnant prairies. More specifically, SEWRPC has identified what have come to be termed "primary environmental corridors," "secondary environmental corridors," and "isolated

natural resource areas." Primary environmental corridors are concentrations of significant natural resources at least 400 acres in area, at least two miles in length, and at least 200 feet in width. Secondary environmental corridors are concentrations of significant natural resources at least 100 acres in area and at least one mile in length. Isolated natural resource areas are those remaining significant natural resources at least five acres in area and at least 200 feet in width. (SEWRPC)

## **Future Land Use Map:**

A future land use map is a tool that municipalities use to establish a vision for how land will be used in the future. While a zoning map determines the existing entitlements a property owner has, the future land use map serves to guide potential changes to the zoning districts of a municipality. In short, any proposed change to the zoning of a property must be consistent with the future land use plan of the municipality.

## **Infill Development:**

The term "infill development" refers to development that fills a gap within an otherwise continuous urban area. Infill development is important in areas where a strong and continuous urban form is desired, such as along a commercial strip or within a downtown. It may also be used to strengthen a neighborhood.

## **Municipality:**

A city or village. Although this term is often commonly used to include cities, villages, and towns, and sometimes counties, this report consistently uses the term "municipality" to refer to cities and villages (in accordance with Section 236.02(6) of the Wisconsin Statutes) and the term "local government" to refer to cities, villages, and towns.

## **Planning Heritage and Design Commission:**

The plan commission performs a wide variety of functions related to community planning and land use development. Formal roles are outlined in state statutes and local ordinances while informal roles evolve as a result of the nature of the plan commission's work. Generally, duties include plan implementation, public participation and education, development review, referrals and advisory recommendations. (UW - Stevens Point)

## **Southeastern Wisconsin Regional Planning Commission (SEWRPC):**

The official metropolitan planning organization (MPO) and regional planning commission (RPC) for the seven county southeastern Wisconsin area.

## **Tax Increment Financing District (TIF):**

Also commonly referred to as a Tax Increment District (TID), a TIF is a financing option that allows a local government to fund infrastructure and other improvements through property tax revenue on newly developed property.

## **Zoning Code:**

A set of municipal regulations that control the physical development of land and the kinds of uses to which each individual property may be placed.





# ***CHAPTER 1: COMMUNITY CON***

## ***COMMUNITY PROFILE & DEMOGRAPHICS***





TEXT



# CHAPTER 1: COMMUNITY CONTEXT

## COMMUNITY PROFILE AND DEMOGRAPHICS

The City of Racine endeavors to complete a Comprehensive Plan for the future development and direction of the community every ten years. Comprehensive planning is required by Wisconsin State Statutes in Section 66.1001, often referred to as the “Smart Growth” law. The law includes a “consistency” requirement; whereby zoning, subdivision, and official mapping ordinances adopted and enforced by counties, cities, villages, and towns must be consistent with the comprehensive plan adopted by the county or local unit of government. The last Comprehensive Plan for the City of Racine was completed and adopted in 2009.

### **Community Profile**

#### **History and Founding**

Racine was one of three original towns present in the territory of Racine County founded in 1836. The Village of Racine was founded in 1841, and on August 5th, 1848 it was incorporated into the City of Racine. Like most of Southeastern Wisconsin, the territory presently known as Racine was occupied by several Native American tribes and eventually ceded by the Treaty of 1833 between the Potawatomi, Ottawa, and Chippewa tribes to the United States in Land Cession 187 following previous colonial settlement by French fur traders in 1832. The local tribes remained in possession of the territory until 1836 while the US Government reserved the right to survey.

Much of the historical development of Racine by US settlers centered around the development of the Racine Harbor. The natural harbor at the mouth of the Root River was expanded and a pier added in

1840 and finished several years later. The permanent harbor delivered to Racine the economic and cultural significance to develop into one of the largest communities on Lake Michigan and in Wisconsin. Today that history is commemorated in the City slogan: “Racine on the Lake.”

#### **Existing and Past Plans**

The City of Racine and other relevant jurisdictions at the county, regional, and state level have an extensive planning history which impacts the development and planning in the City. The following list of plans were reviewed in order to provide context and consistency to the goals and actions included in this Comprehensive Plan. Where relevant, many goals and actions recommend or require inter-jurisdictional cooperation such as in the development of utilities, transportation systems, stormwater management, parks and recreation, and economic development. Chapter 11: Implementation of this Plan includes a list of items which require such coordination. In general, the City of Racine seeks to be aligned with the future long-range plans of relevant jurisdictions and entities, such as:

- Racine County Comprehensive Plan: 2035
- A Park and Open Space Plan for the City of Racine: 2035
- 2035 Regional Transportation Plan
- Racine County Economic Development Corporation Economic Development Plan #7
- Racine Heritage Preservation Plan
- Downtown Pedestrians Plaza and Parking Plan



### Population in 2021:

# 76,887



compared to 80,100 in 2010

### # of Households in 2020:

# 31,133



compared to 30,530 in 2010

### Average Household Size in 2020:

# 2.47



compared to 2.53 in 2010

### Average Family Size in 2019:

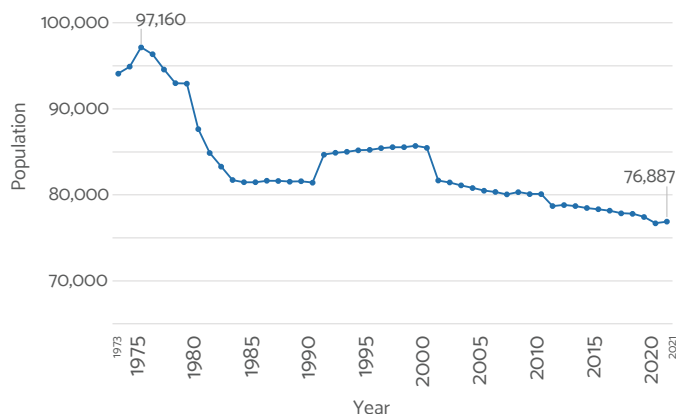
# 3.12



compared to 3.35 in 2010

△Source: Wisconsin Department of Administration, US Decennial Census 2020, US Census American Community Survey 2019 5-Year Estimates

## City of Racine Population Change



△Source: Wisconsin Department of Administration (1973-2021)

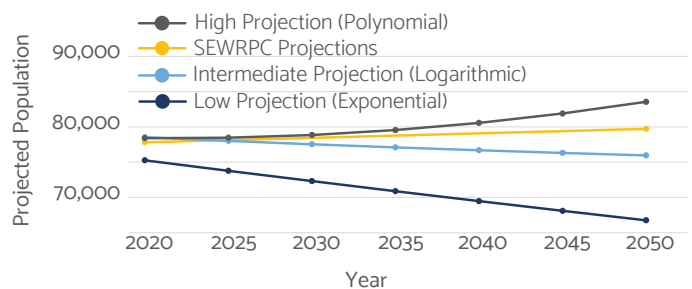
## Demographics

### Population Counts

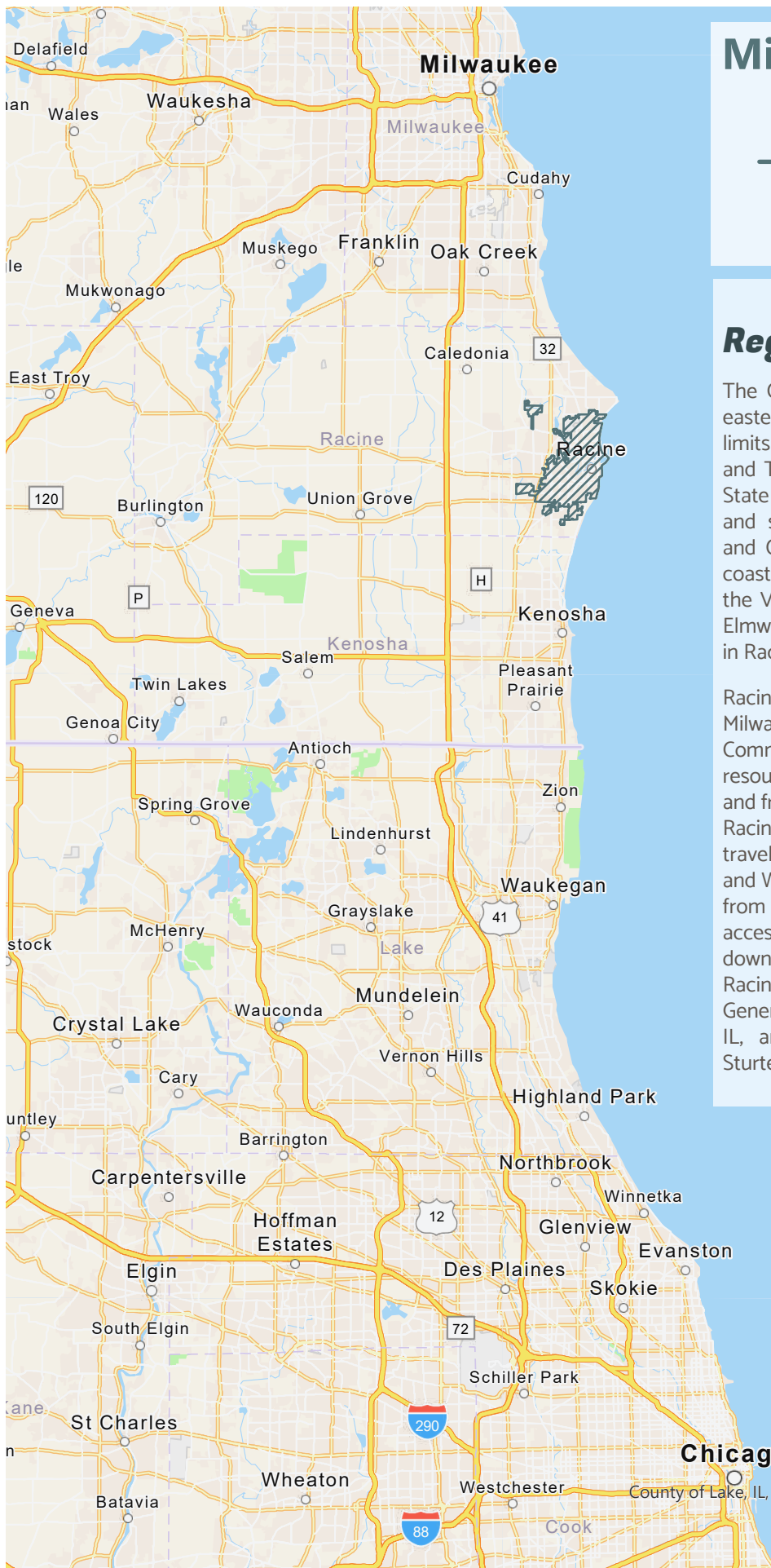
In 2021, the City of Racine had 76,887 residents, a decrease of 3,213 residents since the last Comprehensive Plan was adopted in 2009. At its lowest point in 2020, Racine had 76,709 residents. The highest population Racine ever recorded was 97,160 residents in 1975 according to the Wisconsin Department of Administration (DOA). The DOA calculates population size using a combination of US Census and public utility data.

While Racine's total population has been slowly decreasing, the total number of households in Racine has actually increased by 603 from 2010 to 2020. The reason for the population loss despite the increase in households is shown by the decrease in the average household size from 2.53 to 2.47 per household from 2010 to 2020. This is partially accounted for by the reduction of the average family size in Racine from 3.35 to 3.12 over a similar time period, meaning residents have fewer children and/or live with fewer family members. Other demographic changes in Racine help to illustrate how the community is evolving.

## City of Racine, Population Projection Comparison



△Source: Southeastern Wisconsin Regional Planning Commission, GRAEF



# Milwaukee - Chicago Corridor

City of Racine  
Comprehensive Plan

## Regional Setting

The City of Racine is 15.7 square miles of the eastern portion of Racine County. The city limits are irregular but extend from 3 Mile Road and Thunderbird Drive to the north, west near State Highway 31 with some portions beyond, and south to Durand Avenue, Chicory Road, and Canada Goose Crossing mostly along the coastline of Lake Michigan. The city mostly limits the Villages of Mount Pleasant, Caledonia, and Elmwood Park. Racine is the largest municipality in Racine County.

Racine is well positioned along the Chicago-Milwaukee Corridor as a Lake Michigan Coastal Community with a large population and natural resource base with connections to interstate and freight corridors. Local highways in and near Racine include State Highways 31 and 32 which travel north to Milwaukee and south to Kenosha and Waukegan. Highways 11 and 20 extend west from the city into the rest of the county and access Interstate 94 approximately 8 miles from downtown. The Amtrak Hiawatha line connects Racine to Milwaukee, South Milwaukee and General Mitchell International Airport, Glenview, IL, and Chicago via the station in nearby Sturtevant about 2 miles from the city limits.



9 Miles



Data Source:  
Basemap - ESRI

## Community Engagement

The City of Racine engaged with the public over a span of four months via online and in-person channels. Mailers were sent to each resident of the city promoting the planning process. As part of this process, public notice was given at least 30 days prior to any public hearings on consideration and/or adoption of the Comprehensive Plan and its components. A full report on the community engagement for the Comprehensive Plan is included in this document as an Appendix. A summary is included below.

### Online Participation

The Comprehensive Plan public outreach process included the development of an online website platform for residents to remotely provide public comment, respond to a survey, and share thoughts on an interactive map of the city on a platform called “Social Pinpoint.”

Two surveys received a total of 1746 responses from residents and community members.

The website received 138 public comments, mostly on the interactive map identifying strengths, opportunities, weaknesses, and insights about specific locations in the city.

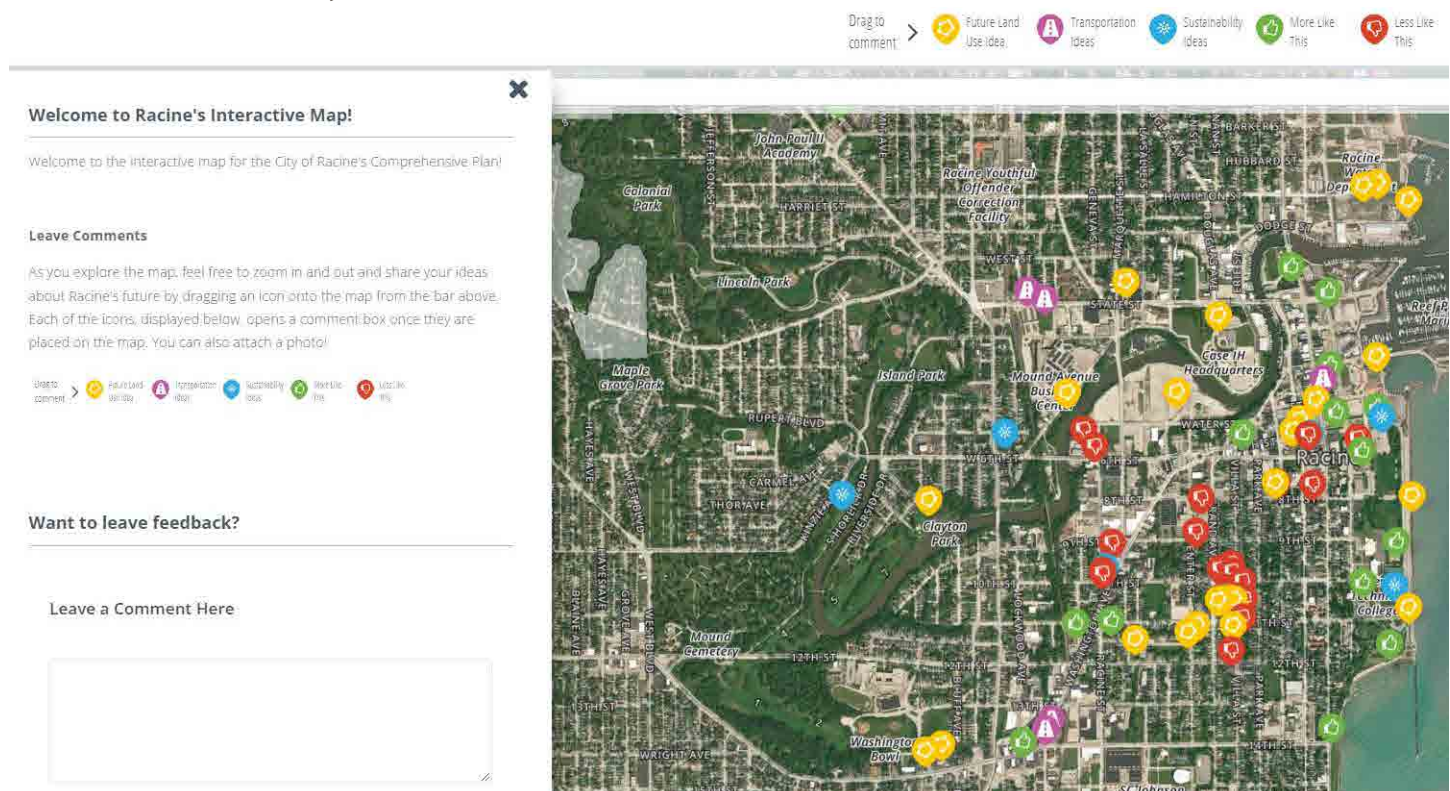
An additional online “mini-survey” was used to target responses from historically underrepresented voices including youth and residents of color.

### Community Conversations

Targeted group conversations were held in the month of June for residents representing different affinities including young people (14-20 years old), small and minority-owned businesses, African Americans, and Hispanics/Latinos.

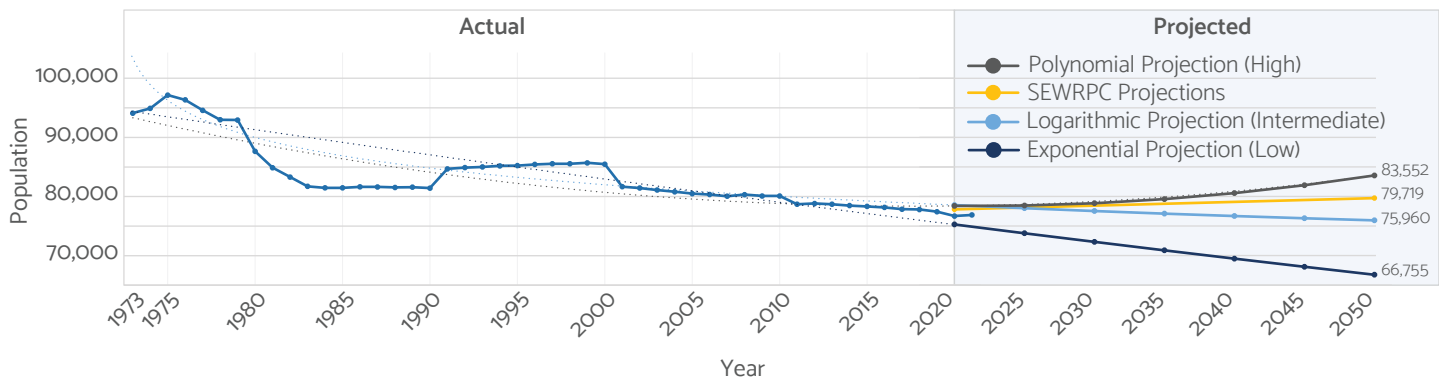
### Community Outreach Events

Three Racine Bounces Back events were held with residents engaging in a mapping activity similar to the map available online to help develop a sense of people’s neighborhood identities in the city and to act as a resource to access information about the Comprehensive Plan process.





## City of Racine, Population Projection Comparison



△Source: Wisconsin Department of Administration, Southeastern Wisconsin Regional Planning Commission, GRAEF

### Population Projections

Racine's population appears to be stabilizing as the rate of decline decreases over time. This is typical of many cities like Racine across the United States and may be explained by a number of factors. Population change falls into two major categories: internal and external factors. Internal factors include the rates of child birth and death and their influences on population. External factors include migration which may occur due to a variety of factors. Economic growth and employment are two major influences on where people decide to move, following jobs and opportunities. Racine's average child birth rate from 2010-2019 was 2.135. "Replacement level," is a demographic term meaning the number of births needed to "replace" the number of deaths, is 2.1. Since Racine's average birth rate is just above replacement level, then birth and death are not having significant impacts on Racine's population. Given that Racine's population is relatively stable, if slowly decreasing, it can be assumed that migration in and out of Racine is also happening at about the same pace, with slightly more people leaving Racine each year than moving to the City. Due to the decrease in average family and household size, the families moving to Racine may be smaller than those leaving.

Given the stable fertility rates, population projections in Racine largely depend on migration patterns in and out of the city. The Southeastern Wisconsin Regional Planning Commission (SEWRPC) conducts population projections for municipalities in the region, including Racine. In addition to these projections, the consultant team for this Comprehensive Plan conducted three additional population projections. Each projection demonstrates what Racine's population might look like given different possible futures.

Predicting future population is an imprecise science due to the unpredictability of many factors that influence population growth. Some factors that influence population change are somewhat controllable such as housing, zoning and fiscal policy, immigration policy, and taxation, while others such as the performance of the economy, job availability, and migration from abroad cannot necessarily be controlled or predictably influenced by local government. Therefore, forecasting several possible scenarios ranging from an optimistic "high-growth" scenario to a less optimistic "low-growth" scenario can help local leaders understand the range of possible futures that might occur given future events.



## Household Projections

Similar to population projections, household projections demonstrate a possible future scenario for the number of households in Racine based on available past data. This is helpful in the context of Racine where the population has been shrinking over time but the number of households has been experiencing significant growth. SEWRPC predicts that the number of households in Racine will grow by 1,712 from 2020 to 2050 compared to their prediction that the population will grow by 1,903 residents over the same time period. This translates to a decrease in average household size from 2.47 in 2020 to 2.43 by 2050.

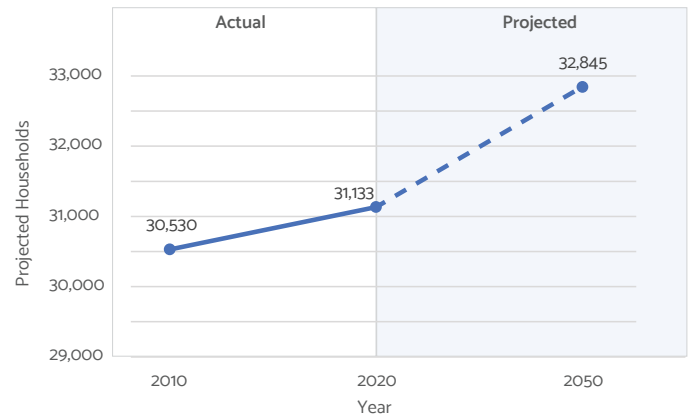
## Age & Sex

The largest age group in Racine is children between the ages 5-14, closely followed by adults age 35-39 and children under 5 years old. The median age in Racine in 2019 was 34.7 years old, compared to 40.2 in Racine County and 39.5 in Wisconsin. This makes Racine relatively young, especially within the county compared to peer communities.

One large age group in Racine, age 55-59 (born between the years 1960-1964) is nearing retirement and represents a much larger proportion of seniors and retirees as a percentage of Racine's population than any other time in recent history. This will be an important demographic shift in Racine, as in many communities seeing the retirement of the Baby Boom generation, to plan for in the coming years.

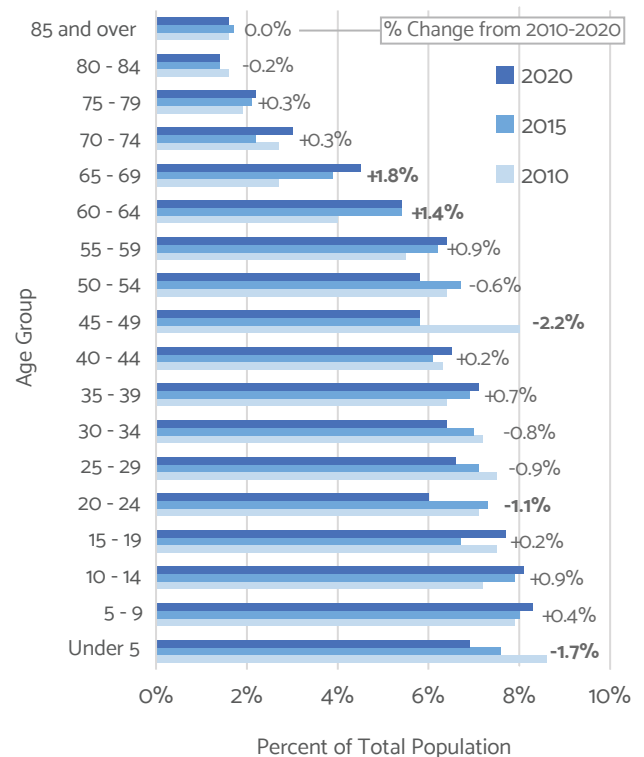
Compared to Racine County and the State of Wisconsin, Racine has a lower proportion of its population over 40 across every age cohort and a larger proportion of its population under 40 in every age cohort.

## City of Racine Household Projections



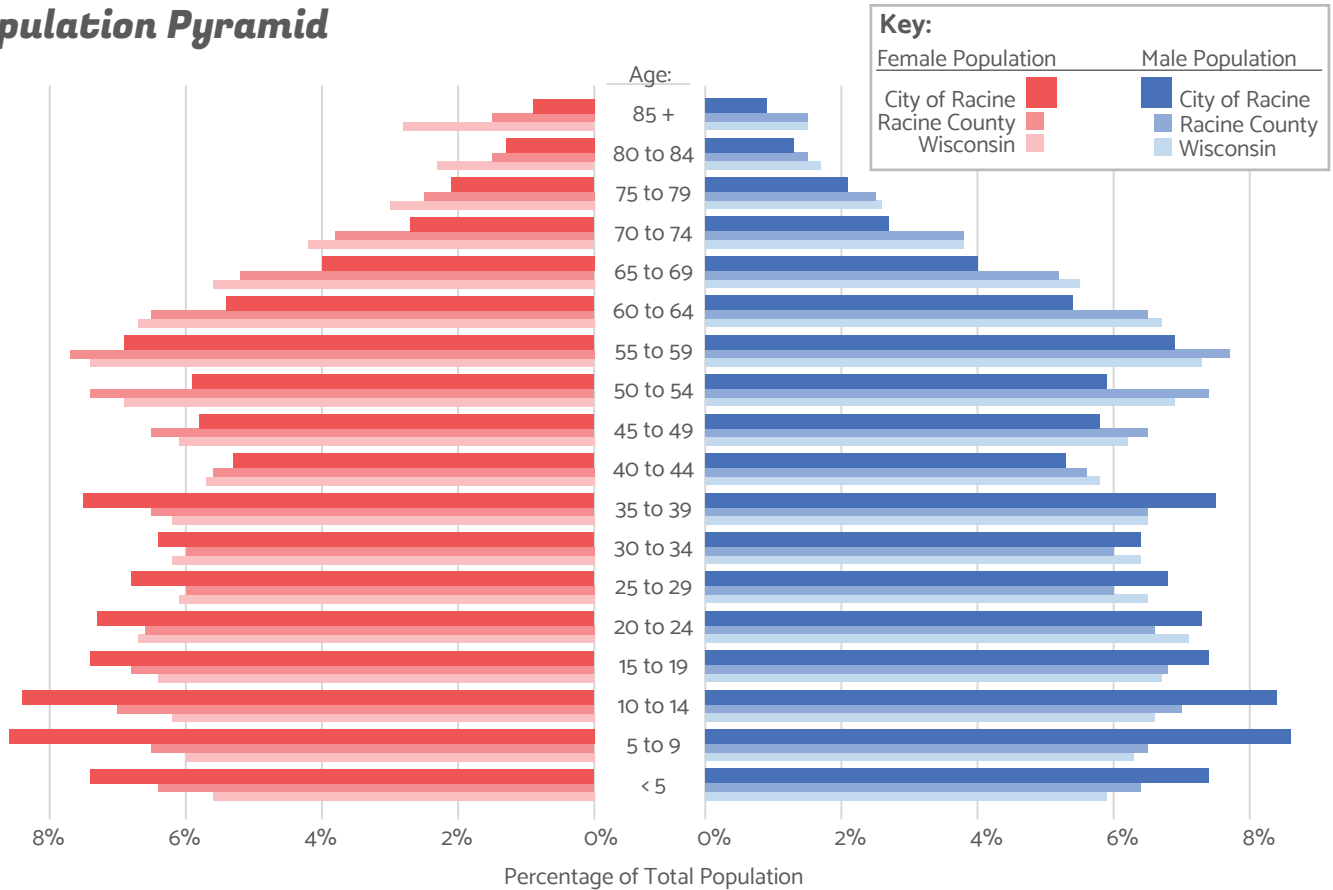
△Source: Southeastern Wisconsin Regional Planning Commission

## Change in Age Distribution 2010-2020



△Source: US Census American Community Survey 2010 & 2020 5-Year Estimates

## Population Pyramid



△ Source: US Census American Community Survey 2019 5-Year Estimates

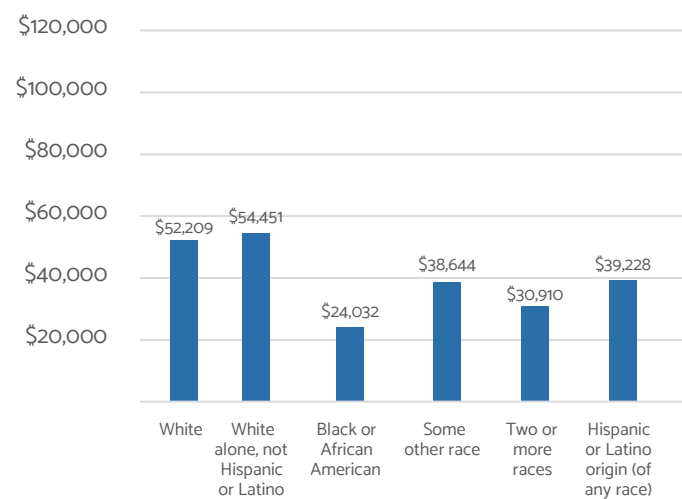
Nationally and in the State of Wisconsin, it is typical for women to have a somewhat higher life expectancy than men, leading to higher population numbers for women above age 85. However, this trend does not seem to carry over to the City of Racine or Racine County which have nearly equal numbers of men and women above age 85.

From 2010 to 2020, the largest demographic shifts in Racine were between the ages of 45-49 years which saw a 2.2% decrease and 60-64 and 65-69 which saw a 1.4% and 1.8% increase respectively as a proportion of the overall population. There was also a significant drop in children under 5 years old, by 1.7%. This correlates with the decrease in overall household size.

### Race & Ethnicity

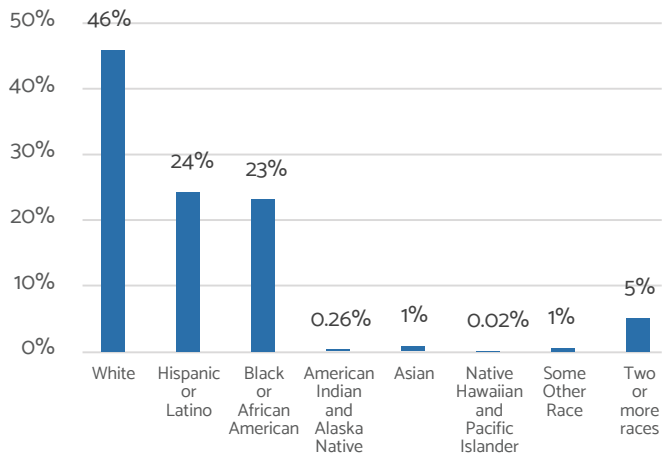
The City’s racial demographics have changed slightly since the 2000 census data reported in the 2035 Comprehensive Plan compared to current data from the 2020 U.S. Census. In 2000, 97% of residents identified with a single race. This number has gone down slightly with 95% of residents now identifying with a single race. Percentages of residents identifying as Black or African American, American Indian or Alaska native, Asian, and Native Hawaiian and other Pacific Island stayed relatively similar. There has been a notable decrease in residents that identify as White, with 69% of residents identifying as White in 2000 compared to 46% of current residents. In comparison, Racine County and the State of Wisconsin still have majority White populations. In addition to changes in racial identity, more residents identify as Hispanic when compared to 2000 data (24% now vs. 14% then).

### Racine Median Household Income by Race/Ethnicity



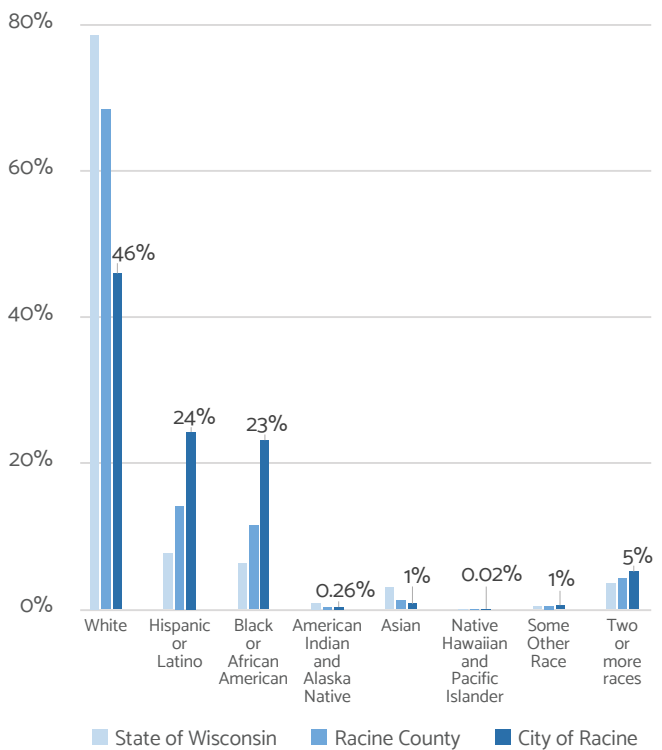
△Source: US Census American Community Survey 2019 5-Year Estimates

### Race and Ethnicity in Racine



△Source: US Decennial Census 2020

### Race and Ethnicity



△Source: US Decennial Census 2020

**Housing**

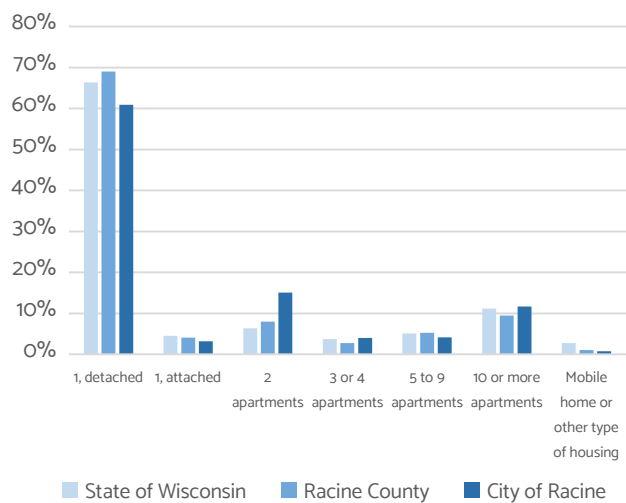
The quality and quantity of households, or occupied housing units, is of importance in comprehensive planning insofar as it greatly influences the demand for urban land as well as the demand for transportation and other public facilities and services. A household includes all persons who occupy a housing unit—defined by the Census Bureau as a house, an apartment, a mobile home, a group of rooms, or a single room that is occupied as a separate living quarters. Racine is landlocked and cannot add physical territory; and as such, the condition and quality of housing directly impacts the assessed value of housing. This is important as assessed values directly impact the City’s ability to be financially sustainable.

**Housing Stock**

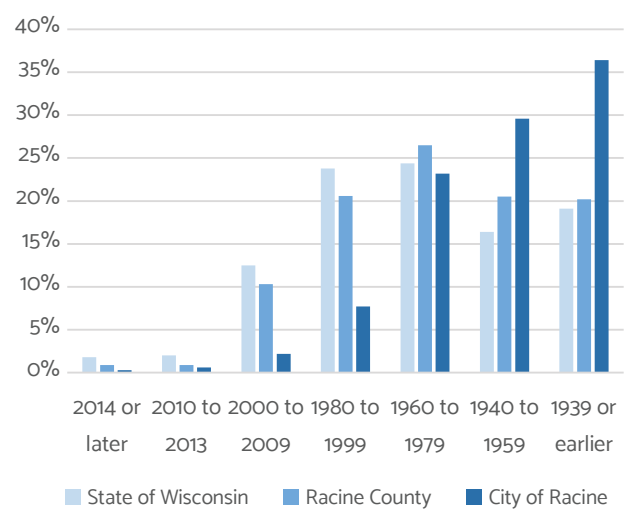
The City’s 2035 Comprehensive Plan reported that detached, single-unit houses made up 59% of all housing units in 2000, according to U.S. Census data. Single-unit detached houses continue to make up the majority of the City’s housing stock at around 60% of all units.



**Housing Stock by Units in Structure**



**Housing Stock by Year Structure Built**



△Source: US Census American Community Survey 2019 5-Year Estimates



Compared to data from 2000, the age of Racine’s housing stock has stayed consistent. According to the Community Development Authority (CDA) of the City of Racine, the median year built for all housing stock in the City is 1961 compared to 1951 in 2000.

**Housing Costs**

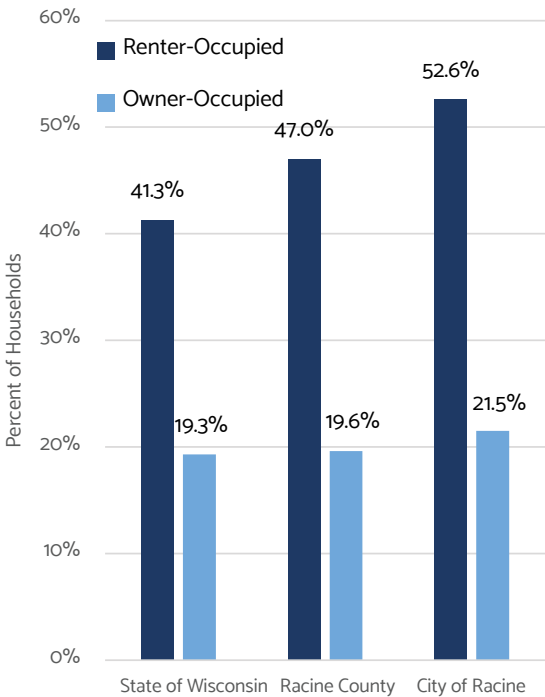
Compared to the Milwaukee and Chicago regions, Racine has a relatively low cost of living, according to 2017 data from the City’s CDA. However, 40+ years of population loss and a migration of wealth of the City resulted in more than 21% of the City’s population and 18% of its families having incomes below the poverty level; the state of Wisconsin has a poverty level of 13% for the population and 9% for families. As the City sets goals through 2050, there is an opportunity to provide low to moderate income residents with affordable housing that frees up spending money that can then be reinvested into local businesses and the community at large.

Housing costs are traditionally considered affordable if they do not meet or exceed 30% of household income. In 2019, housing costs varied between \$300-\$1,999 for most owned homes in Racine and \$500-\$1,499 for most rentals. The median owner-occupied home costed homeowners \$956/month,

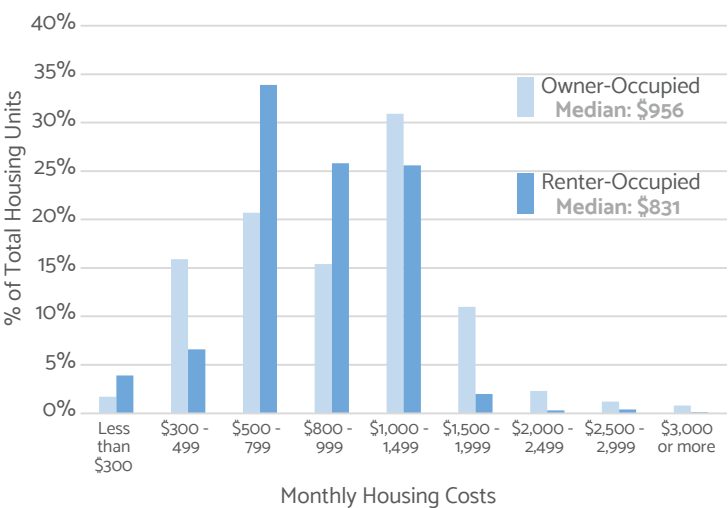
and the median renter-occupied home costed renter households \$831/month. Annually, a household income of \$38,240 or more was needed to afford the monthly home ownership costs for the median owner-occupied home in Racine in 2019. The median household income for owner-occupied units in Racine was \$62,414 in 2019, well above the income needed to afford the median monthly home costs.

However, while the median renter-occupied monthly housing cost was \$831/month, the median household income of renter-occupied households was only \$27,975. This is well below the \$33,240 annual household income needed to afford the median rental unit’s housing costs. This suggests that a large portion of renters in Racine may be housing cost burdened. In fact, from 2015-2019, approximately 52.6% of renter-occupied households in Racine spent 30% or more of their income towards housing costs. This is compared to just 21.5% of households living in owner-occupied units that paid 30% or more of their income towards housing costs.

**Cost-Burdened Households**  
(Spending 30% or more of income towards housing costs)



**Monthly Housing Costs for Owners and Renters (per housing unit)**



ΔSource: US Census American Community Survey 2019 5-Year Estimates

Across Racine County, 47% of renters are housing cost burdened. Across Wisconsin, 41.3% are housing cost burdened. While housing cost burden is more prevalent in Racine than elsewhere in Wisconsin, it is also not a problem unique to Racine.

## Employment and Education

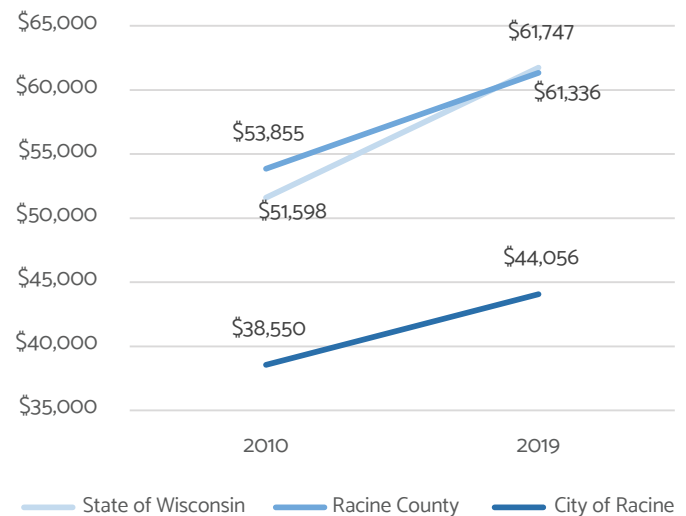
### Employment

Residents of Racine are employed in a variety of sectors which leads to a broad range of incomes and education levels present in the working age population. In 2010, the median household income in Racine was \$38,550. By 2019, median incomes had increased by 14.3% to \$44,056. Median household incomes increased by just 13.9% in Racine County as a whole. However, incomes in both Racine County and the City of Racine are increasing more slowly than the State of Wisconsin. Within the State of Wisconsin, incomes rose 19.7% from 2010-2019 from \$53,855 to \$61,747. Both the City and the County are not keeping pace with rising incomes across the State.

The distribution of incomes in Racine shows a much higher amount of households making between \$15,000-34,999 than both the County and State. The poverty level for a 3-person household in the United States was \$21,330 in 2019. Additionally, Racine has a smaller proportion of households making \$75,000 and over than the County and State. The largest income bracket in the City of Racine is households making between \$50,000-74,999 annually.

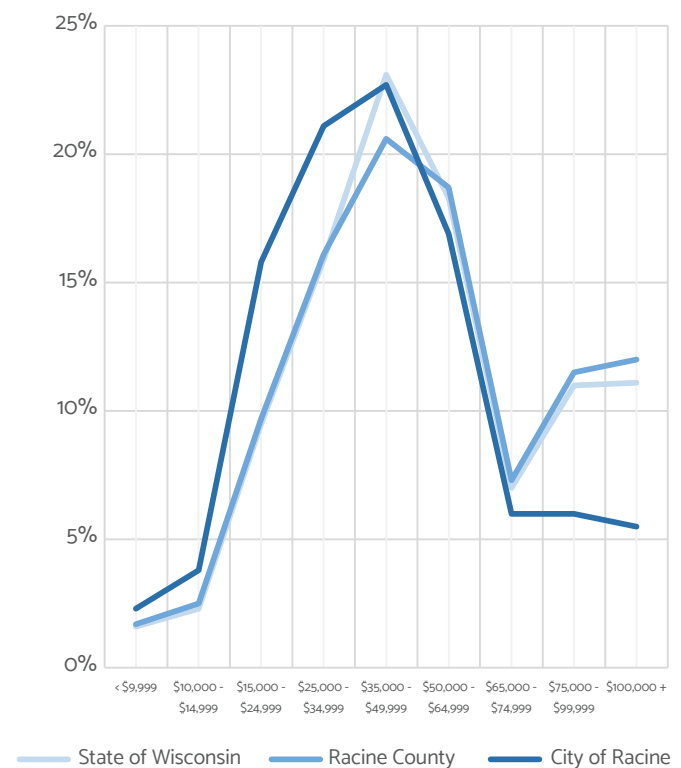
Incomes between full-time, year-round employed men versus women differ by nearly \$10,000 with men making a median \$44,196 compared to the median woman earning \$35,540. In other words, women living in Racine make approximately \$0.80 for every dollar made by a man living in Racine.

### Median Household Income 2010 - 2019



△Source: US Census American Community Survey 2019 5-Year Estimates

### Income Distribution



△Source: US Census American Community Survey 2019 5-Year Estimates

Industry and Occupation

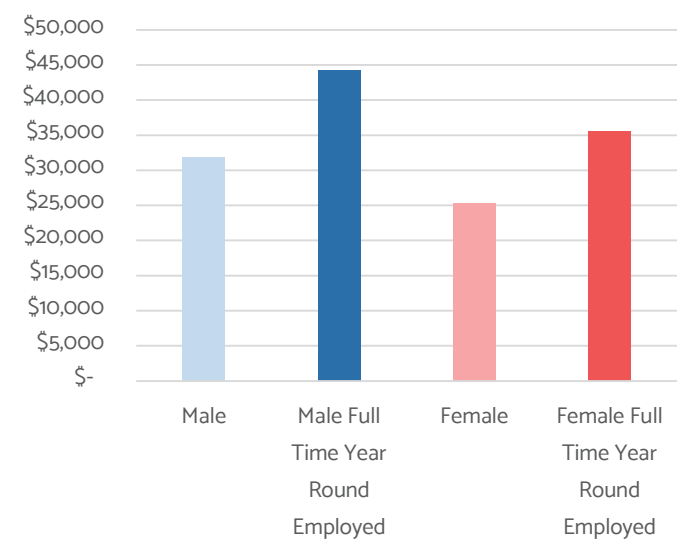
The largest industries employing residents of Racine are Manufacturing (22%); Educational services, and health care and social assistance (21%); Arts, entertainment, and recreation, and accommodation and food services (12%); and retail trade (11%).

Residents of Racine hold a broad variety of occupation types from production, transportation and material moving occupations - 26%, management, business, science, and arts occupations - 24%, service occupations - 22%, and sales and office occupations - 21%.

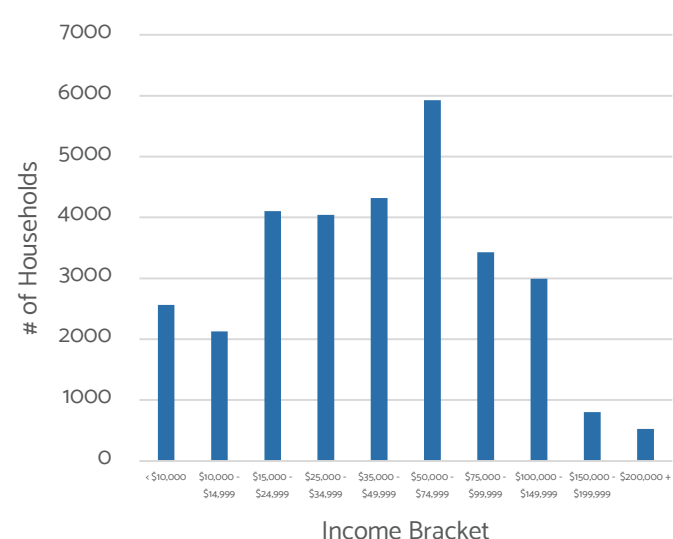
See the Economic Development Chapter for more detail on issues and opportunities.



Racine Median Individual Earnings by Sex

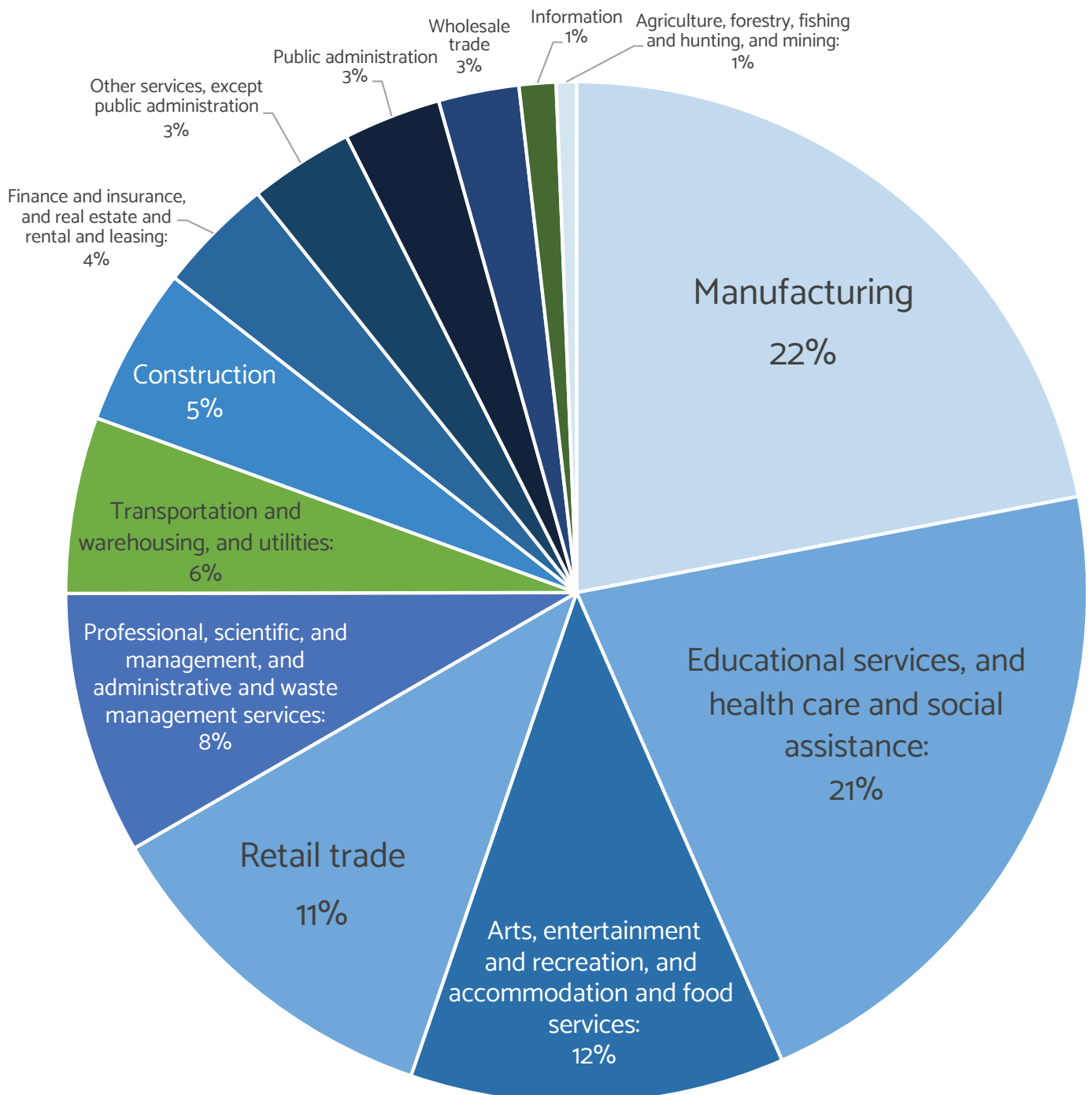


Racine Income Distribution by Income Bracket



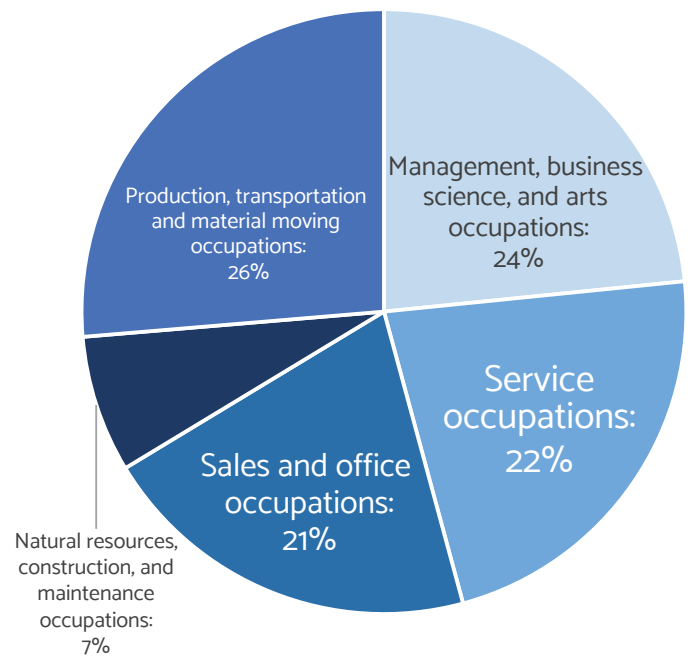
△Source: US Census American Community Survey 2019 5-Year Estimates

## Industries in Racine by Employment



△Source: US Census American Community Survey 2019 5-Year Estimates

## Occupation Categories Racine



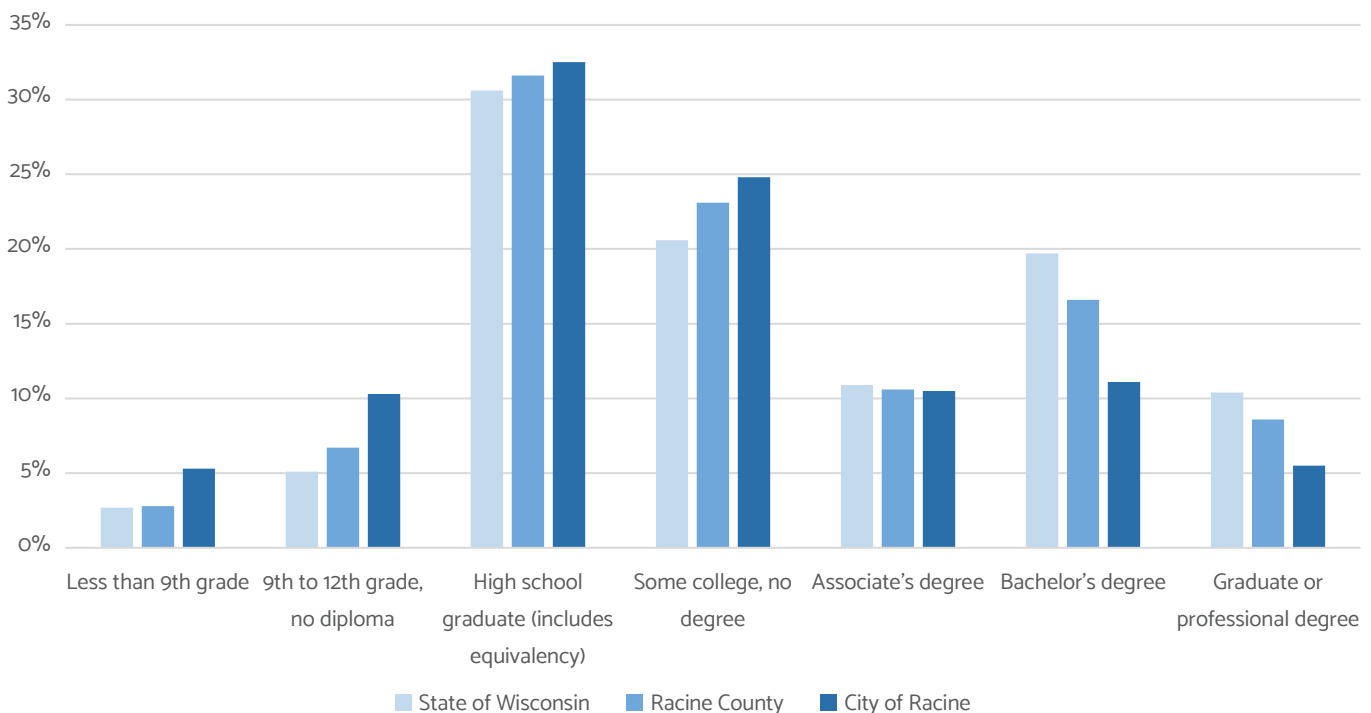
△Source: US Census American Community Survey 2019 5-Year Estimates

## Education

The educational attainment level provides an indicator of the earning potential of the population and of the type of occupations the City workforce is most suited to fill. The educational attainment level of the City population is somewhat lower than that of Racine County and the State with fewer residents having obtained college degrees as a proportion of the total population.

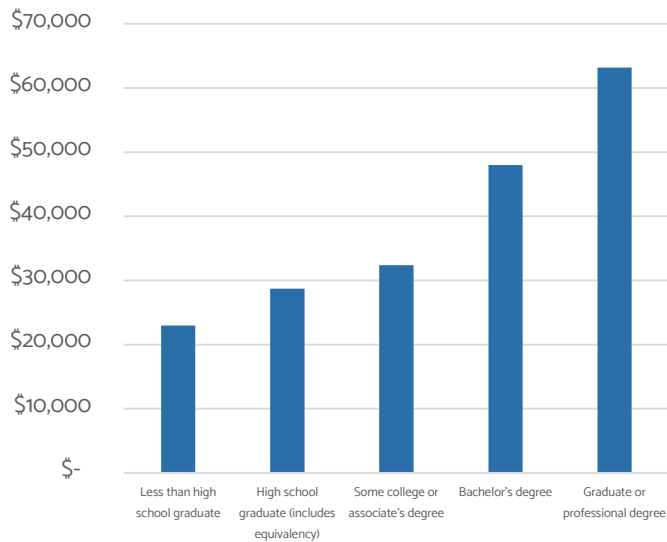
Nearly half of residents in Racine have never been to college, and nearly 3/4 of residents hold no college degree. Incomes vary widely based on educational attainment for residents of Racine. The 5.5% of residents with graduate degrees have a median income above \$60,000 compared to high school graduates with a median income just below \$30,000. Obtaining a bachelor's degree represents nearly \$15,000 higher median income compared to some college or an associates degree.

## Educational Attainment Comparison



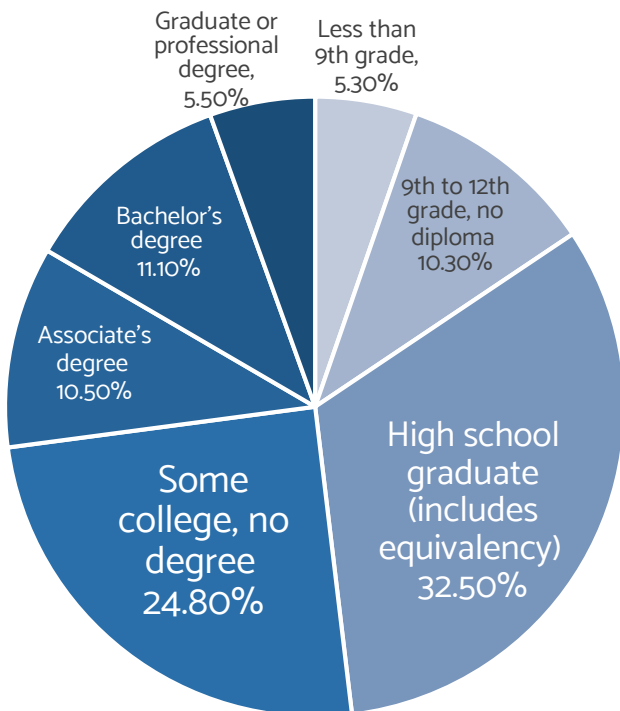
△Source: US Census American Community Survey 2019 5-Year Estimates

## Racine Median Income by Educational Attainment



△Source: US Census American Community Survey 2019 5-Year Estimates

## Educational Attainment in Racine



△Source: US Census American Community Survey 2019 5-Year Estimates







△Source: GROW Racine



△Source: GROW Racine



△Source: GROW Racine



## Transportation

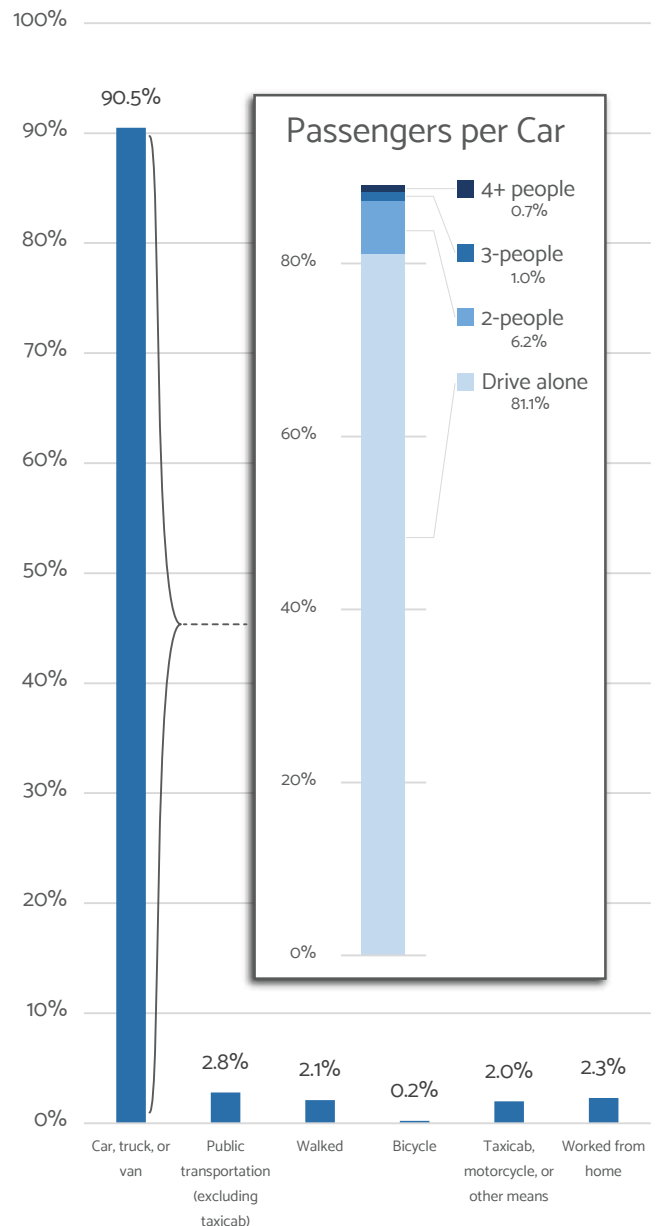
Recognizing that transportation facilities cross community and county boundaries, a well planned transportation system requires the cooperation of all units and agencies of government concerned to coordinate and implement. A safe, efficient, cost-effective, and accessible transportation system is important to the traveling public, as well as to the social and economic well-being of the City of Racine and Racine County overall. A transportation system should focus on providing transportation choices that will most efficiently serve existing and planned land uses and the needs of the City and should cooperate in providing mobility to citizens of all ages, physical abilities, and economic status; allow for maximum productivity, with participation in work and educational opportunities; and enable social, business, and recreational interaction that is necessary to maintain a high quality of life.

### Commutes

Over 90% of residents commuted to work via personal vehicle as their primary means of commute (car, truck, or van) from 2015-2019. Of those commuters, the vast majority drove alone. However, people regularly carpooling represent over 8% of commuters in the city which exceeds all other modes of transportation combined (excluding working from home). Only 0.2% of residents primarily cycled to work.

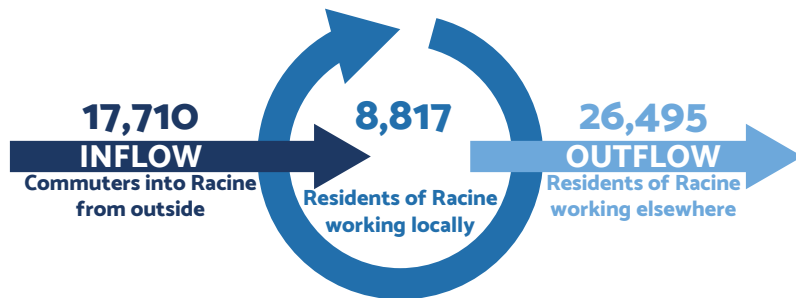
The majority of residents in Racine work outside the city. As of 2019, 3 out of 4 of residents leave the city to work elsewhere. Few options exist to commute outside of the city without the use of a personal vehicle. In fact, more workers commute into the city than residents of Racine who live and work in Racine. From 2010-2019, the share of residents living and working in the City of Racine declined from 29.1% to 25.0%.

## Racine Residents' Means of Commute to Work



△Source: US Census American Community Survey 2019 5-Year Estimates

## Inflow/Outflow Job Counts



△Source: US Census American Community Survey 2019 5-Year Estimates

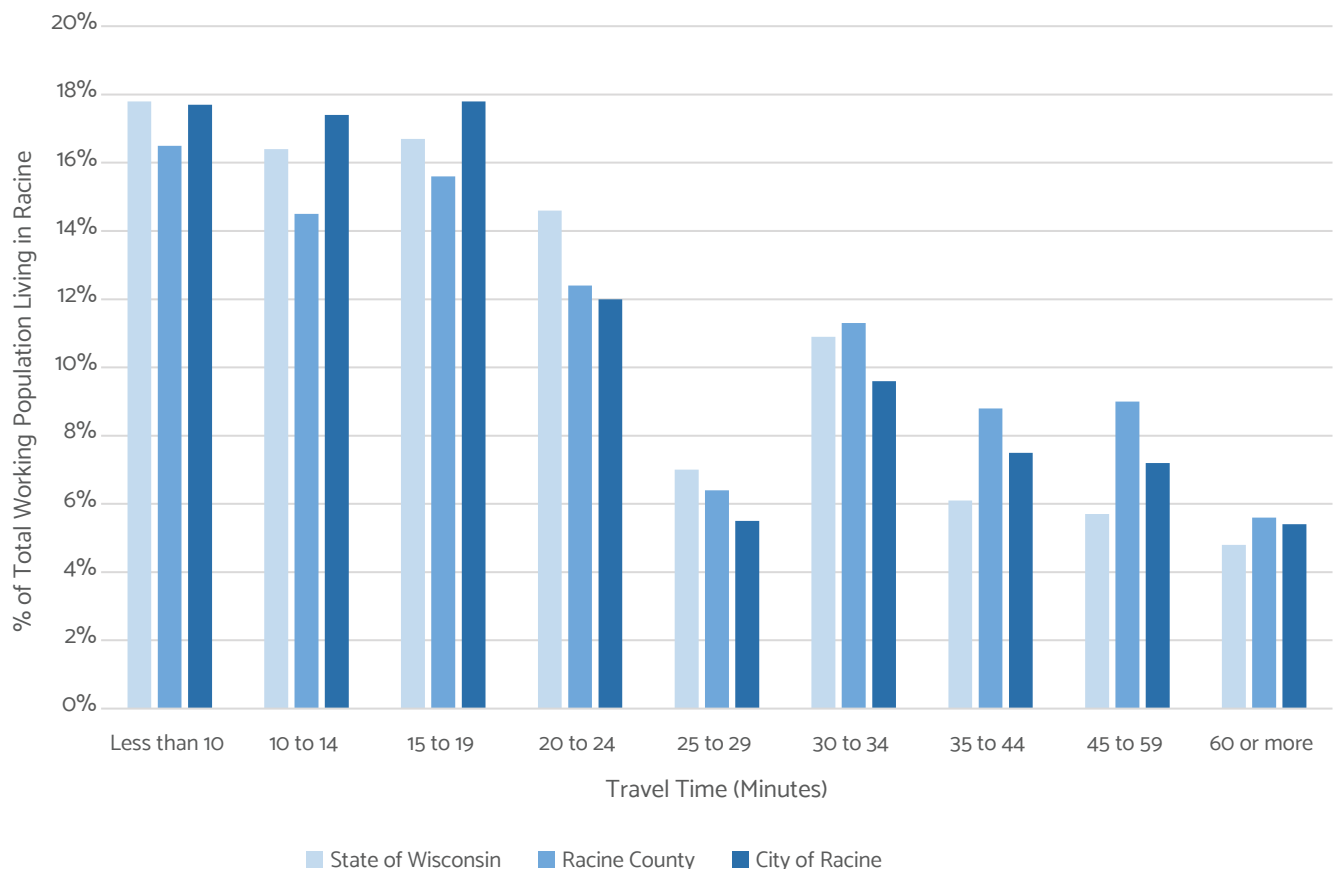
### In-Area Labor Force Efficiency (Primary Jobs)

	2019		2010	
	Count	Share	Count	Share
Living in the Selection Area	35,312	100.0%	31,773	100.0%
Living and Employed in the Selection Area	8,817	25.0%	9,235	29.1%
Living in the Selection Area but Employed Outside	26,495	75.0%	22,538	70.9%

### In-Area Employment Efficiency (Primary Jobs)

	2019		2010	
	Count	Share	Count	Share
Employed in the Selection Area	26,527	100.0%	26,825	100.0%
Employed and Living in the Selection Area	8,817	33.2%	9,235	29.1%
Employed in the Selection Area but Living Outside	17,710	66.8%	17,590	65.6%

## Travel Time to Work



△Source: US Census American Community Survey 2019 5-Year Estimates

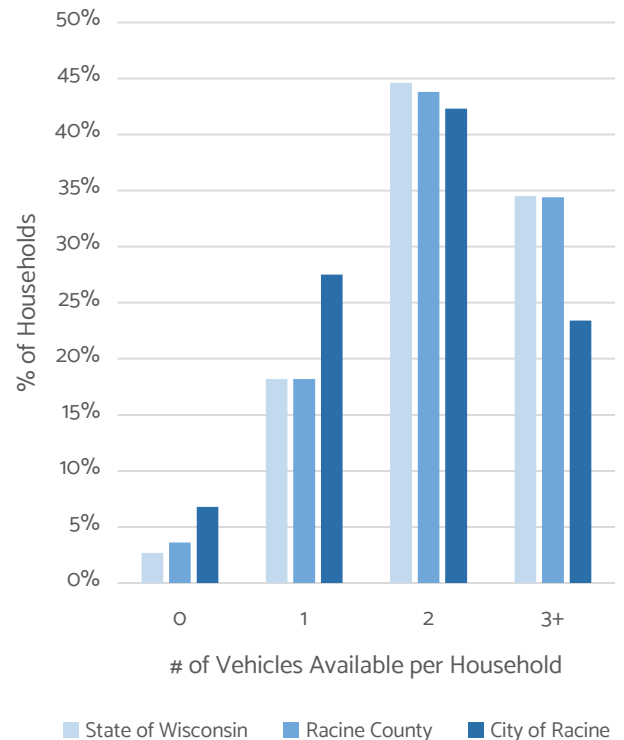
## Mobility

Mobility is the ability of people and goods to move throughout a transportation network. Different modes of transportation provide varying degrees of mobility for different populations. Most mobility is conceived through personal vehicle access in the United States. Additionally, pedestrian facilities, public transportation, bicycle facilities, and freight networks provide mobility in different contexts. Providing infrastructure to promote mobility ensures access to destinations for all who need them.

Most households in Racine have two or more cars. However, compared to the County and State, households in Racine have fewer personal vehicles. Nearly twice as many car-free households exist in Racine compared to the County. Racine also has a much larger proportion of one-car households. Households with multiple working adults, children, or other dependents may struggle to access destinations within the city without multiple cars. Since personal vehicles represent a sizable cost for households to maintain, access to public transportation, bicycle facilities, and pedestrian facilities can expand access for these residents and allow them to live with only one personal vehicle more comfortably.

Pedestrian facilities include sidewalks along roadways within a street right-of-way, walkways located outside a street right-of-way, crosswalks, pedestrian islands and medians, and signs and other traffic control devices intended to assist pedestrians. Safe pedestrian facilities are essential to commuting, recreational, and leisure activities. In addition, pedestrian facilities are important in properly accommodating pedestrians that are elderly, persons with disabilities, and school-age children.

## Vehicles Available per Household



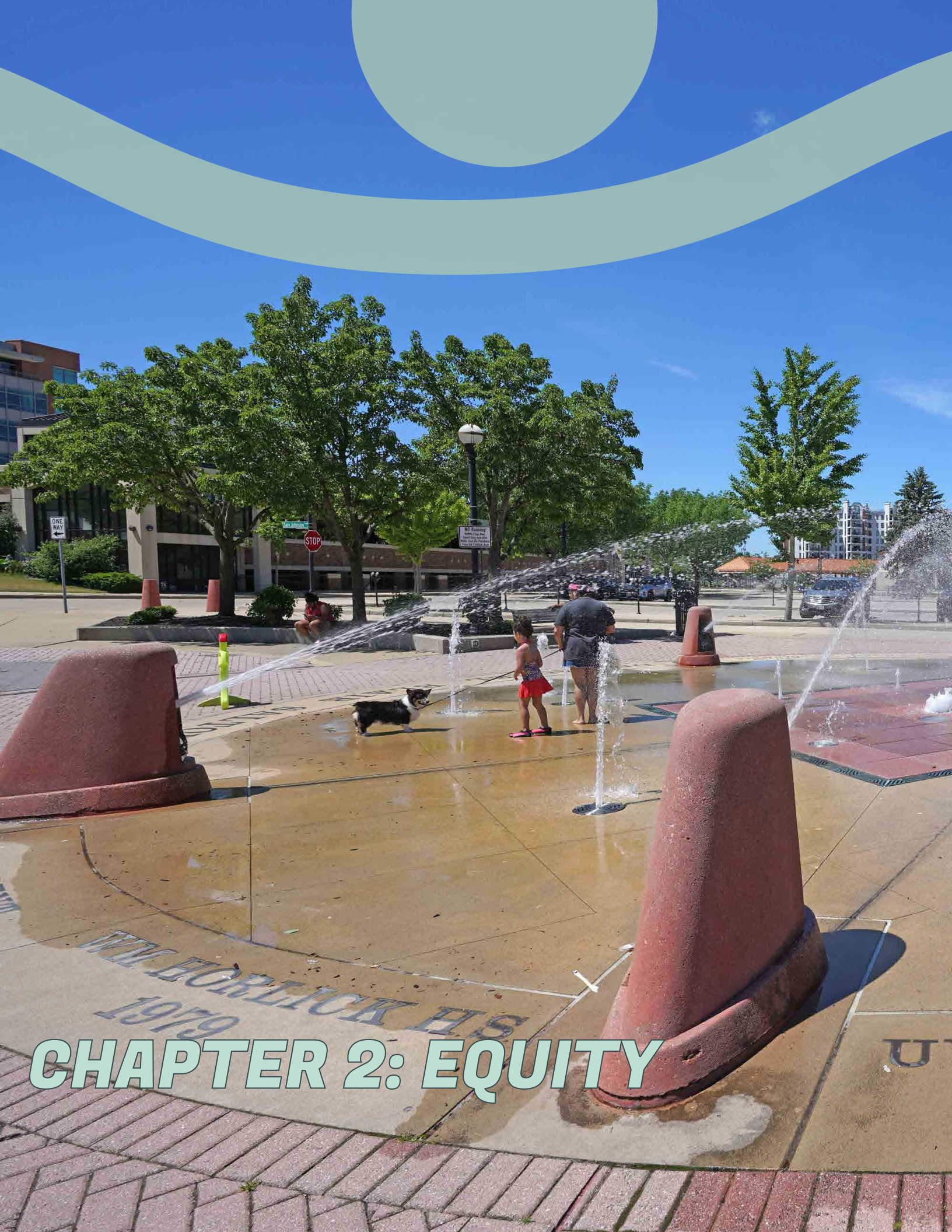
△Source: US Census American Community Survey 2019 5-Year Estimates











# ***CHAPTER 2: EQUITY***











# CHAPTER 2: EQUITY

Racine is a community strengthened by its racial and economic diversity. However, like many communities across the nation, Racine has suffered a history of disinvestment, red-lining, and segregation which have weakened the community as a whole. Righting several decades of wrongs cannot be undone swiftly, but it may be done so assertively. This Plan reaffirms Racine's commitment to equity through economic and racial justice for all its residents. By pursuing opportunities for housing reform, economic opportunity, and environmental justice, the City of Racine can build the path forward to a brighter future for everybody.

Equity is both an outcome and a process. In an equitable community, life outcomes can't be predicted by someone's demographic background or where they live.



City of Racine Comprehensive Plan 2050

The 2050 Comprehensive Plan includes the following Equity goals:

## 1. DIVERSITY

Increase diversity in City government.

## 2. EQUITABLE LAND USE

Pursue equitable distribution of land uses.

## 3. OPPORTUNITY

Ensure residents have the tools and skills needed to fully participate in the economy and civic life.

## 4. WEALTH

Prioritize community wealth building in the form of housing, small business, public safety, youth opportunities, and environmental justice, prioritizing underrepresented populations to reverse institutional harms.

## 5. COMMUNITY STABILITY

Minimize the involuntary displacement of people of color, indigenous people, and vulnerable populations such as low-income households, the elderly, and people with disabilities, from their communities as the City changes.



# GOAL 1: DIVERSITY

Increase diversity in City government.

## Background

**Racial Justice:** The region has a long way to go to achieve racial justice. Black residents especially have been historically disenfranchised. In 2019, Racine County published an analysis titled “[Worst Cities for Black Americans](#)”. This was published as a response to a 24/7 Wall Street article where the Racine metropolitan area ranked as the second-worst city for Black Americans. The Racine metropolitan area had ranked third-worst in the year prior and fourth-worst two years prior to the report completed by Racine County. The 24/7 Wall Street article looked at data between the years 2013 and 2017. It examined gaps in median household income, poverty, high school attainment, bachelor’s attainment, homeownership and unemployment. Incarceration rates and mortality were also discussed. According to the Center for Disease Control and Prevention, the state of Wisconsin is the worst state for black-white disparities in mortality.

As a response, the The County of Racine released a report titled “[Analysis: Worst Cities for Black Americans](#)”. The County report goes on to note that the largest disparities were in household income and homeownership.



Targeted goals include:

- Creating more short-term, credentialed trainings targeting unemployed and underemployed residents,
- Funding additional cohort- and classroom-based high school equivalency diploma programming, targeting adult learners without a high school diploma,
- Subsidizing tuition for Black residents, targeting adults with some college experience, and
- Subsidizing housing, offering low-interest loans and debt forgiveness, and creating rent-to-own opportunities

The City of Racine has developed an approach to addressing racial disparities by increasing diversity in City government, job training, workforce development, and financial empowerment initiatives. In 2018, the United Way published the [County Race, Equity, and Inclusion report](#) which provides guidance for county and local leaders to declare inclusion as a priority, engage business partners around race, equity, and inclusion, and to hold events such as “OneRacine” which promote community resources and showcase local culture through food and entertainment..

Community engagement conducted for the 2020-2024 Consolidated Plan showed that both Black and Latino residents experienced additional disparities related to housing and job discrimination and a greater need for social services. Generally, residents are eager for more ways to have their voices heard. Regional leaders share this directive. A key finding of the [2050 regional plan](#) of the Chicago Metropolitan Agency for Planning (CMAP) explains that “enabling more places and people to fully participate in the economy maximized our regional potential”. As the City and the metropolitan region address these disparities, the region as a whole is impacted.



### ***Action 1: Workforce Equity***

Support the Workforce Equity plan developed and implemented by the Equity Officer and Human Resources.

### ***Action 2: Training***

Identify and implement training for City of Racine employees on implicit bias, explicit bias, race/ancestry, physical/mental disability, sexual orientation, gender identity, and age.

### ***Action 3: Outreach***

Develop and implement a minority outreach plan that places a premium on recruiting, hiring, placement, training, and promoting qualified individuals while applying established non-discriminatory qualification standards and selection criteria as outlined in the Equity Workforce Plan.

### ***Action 4: Barriers***

Review position descriptions to ensure that minimum qualifications are bias-free and responsibility related.

### ***Action 5: Careers***

Promote and encourage participation in internships and summer jobs programs to introduce City Government as a career option for traditionally underrepresented populations.

### ***Action 6: Representation***

Ensure the makeup of City Boards and Commissions are reflective of the demographics of the City.

### ***Action 7: Accessibility***

Increase online access to City documents and information for all people, including those with limited abilities or a limited degree of digital literacy.





## GOAL 2: EQUITABLE LAND USE

Pursue equitable distribution of land uses.

### Background

**Affordable, Diverse Housing:** Access to safe, quality, affordable housing for residents of all backgrounds will help preserve diversity and strengthen the resilience of communities in Racine. Further, a history of housing policies such as redlining, segregation, and exclusionary zoning have decimated the wealth of some communities while isolating others. Black, Indigenous People of Color (BIPOC) communities have been hit hardest by this history. Simply repealing such discriminatory policies is not enough to undo past harms. Initiatives to increase access to quality housing and restore the economic opportunities in these communities is necessary.

The previous Comprehensive Plan for the City of Racine sought measures to increase diverse housing opportunities through strategies such as transit-

oriented development (TOD) and mixed-use housing which increase density of housing near urban amenities such as transit and retail to increase the number of residents with access to these amenities. This Plan strengthens the goals of the previous Comprehensive Plan by identifying key strategies to overhaul the City's zoning code and enhance community institutions, such as community centers, to ensure that Racine is livable for people from all backgrounds.

Furthermore, the City is committed to economic development initiatives such as GROW Racine which provide financial empowerment, training, and services to community members to help provide upward mobility and generational wealth.



## Action 1: Food Deserts

Encourage the placement of full service grocery stores and access to fresh food within walking distance to all households and implement best practices to eliminate food deserts.

## Action 2: Zoning

Review zoning and other development regulations to limit the propagation and concentration of liquor stores, bars/taverns, smoke shops, and payday/short term loan offices in neighborhoods.

## Action 3: Reinvestment

Ensure zoning and other regulations encourage development in underinvested and underrepresented areas.



## Action 4: Culture

Strengthen neighborhoods by prioritizing resources to protect the racial diversity and uplift the cultural identity of the City through cultural districts and neighborhood identification.

## Action 5: Youth

Increase access to affordable youth opportunities in neighborhoods.





## GOAL 3: OPPORTUNITY

Ensure residents have the tools and skills needed to fully participate in the economy and civic life.

### Background

**Closing the Gap:** According to the Racine County 2019 Analysis “Worst Cities for Black Americans”, The Greater Racine community has the highest unemployment rate in the State, and this has been consistent for roughly a quarter century. In addition, the study found the black median household income was only 43.4% of white household income.

Quality education is key for residents to have the ability to procure and maintain a well-paying job. In Greater Racine, bachelor’s attainment or higher for black residents is around 7%, roughly half the number of black residents in comparable communities and roughly one-fourth the percentage of white residents locally. These factors necessitate a focus on improving opportunities and socioeconomic outcomes for BIPOC residents to close black-white achievement gaps and uplift the BIPOC community.

### Action 1: Financial Literacy

Expand and promote resources for the community to improve financial literacy, empowerment and education to reach more people through Grow Racine, the Racine Financial Literacy center or other future programs.

### Action 2: Procurement

Identify City construction and/or City funded projects to increase access for employment for city residents.

### Action 3: Transportation

Ensure transportation networks connect City residents to employment centers and job training resources.



△Source: GROWRacine.org



### ***Action 4: Skilled Workforce***

Focus resources and efforts on connecting residents to new job creation and income-generation activities in ways that promote self-reliance and a skilled workforce.

### ***Action 5: Internet Access***

Explore strategy for ensuring every home has access to the internet.

### ***Action 6: Small Businesses***

Explore options to close equity gaps for small businesses, prioritizing those owned by people of color, indigenous people, women, veterans, and those with low incomes.



△Source: GROWRacine.org



△Source: GROWRacine.org

## **GOAL 4: WEALTH**

Prioritize community wealth building in the form of housing, small business, public safety, youth opportunities, and environmental justice, prioritizing underrepresented populations to reverse institutional harms.

### **Background**

**Generational Wealth:** Recognizing the longstanding inequities that impact the ability for BIPOC residents to build wealth comparative to white residents, the City established the GROW Racine program. GROW Racine provides a range of programs targeting economic opportunities and wealth building for its residents. Each of these resources are found online at [GROWRacine.org](http://GROWRacine.org).

Growing Residents' Opportunities and Wealth! (GROW) aims to help residents earn high school degrees, start family-supporting jobs in trades, become homeowners, and repair and improve their houses. GROW Racine also provides opportunities for residents to get involved and support others in their communities. These pathways provide resources to address community wealth in both the short- and long-term. The actions listed below complement the existing programs and provide a framework for additional actions the City can consider.

### **Action 1: Environmental Racism**

Address environmental racism through investing in improvements in environmental health in the City.

### **Action 2: Racine RENTS**

Support and enhance the provisions of the Racine RENTS Ordinance and program.

### **Action 3: Public Health & Safety**

Invest in the public health approach to public safety to get to the root of violence in the home and out in the community, as well as address childhood and community trauma.

### **Action 4: Infrastructure**

Ensure that the people and communities in areas of environmental injustice experience the benefits of local and regional infrastructure investments.

### **Action 5: Gentrification**

Ensure investments are carefully implemented to avoid gentrification and the displacement of small, diverse, and locally owned businesses and low income residents.

## **GOAL 5: COMMUNITY STABILITY**

Minimize the involuntary displacement of people of color, indigenous people, and vulnerable populations such as low-income households, the elderly, and people with disabilities, from their communities as the City changes.

### **Background**

**A Place for All:** Racine is not an outlier when it comes to national trends that are changing the makeup of cities. Rising housing costs for both property ownership and rentals, combined with a shortage of housing units and the threat of gentrification all present potential challenges that can displace residents from their community. Housing costs are composing ever-increasing proportions of income, especially for vulnerable and marginalized populations across the State and the nation. The following actions are designed to create and maintain space for all community members to grow and thrive in Racine.

### **Action 1: Tracking**

Look at early indicators of neighborhood change and rents to determine where programs should be targeted.

### **Action 2: Evaluation**

Evaluate City investments to determine whether they will cause involuntary displacement and create strategies to prevent displacement when possible and mitigate it when prevention is not possible.

### **Action 3: Workforce Housing**

Develop and implement policies and programs that support the preservation and rehabilitation of naturally occurring workforce housing to prevent the displacement of existing residents.

### **Action 4: Homeowners**

Expand programs that support existing homeowners in affording and maintaining their home, with a focus on vulnerable populations (people of color, indigenous people, low-income households, the elderly, and people with disabilities).

### **Action 5: Aging in Place**

Support housing options that allow for aging in place, both within a community and at home.







# ***CHAPTER 3: SUSTAINABILITY RESILIENCY***





**AND**



# CHAPTER 3: SUSTAINABILITY AND RESILIENCY

In 2018, the City of Racine Common Council passed a resolution declaring its commitment to reducing its carbon footprint and adopting and supporting the goals of the Paris Climate Accord. This commitment involves exploring pathways to reduce greenhouse gas emissions to create jobs, reduce energy costs, and secure the well-being of the planet.

This goal from the City recognizes that a community-wide commitment, including businesses, community institutions, utilities, and neighboring municipalities and Racine County, will be necessary to achieve these goals. Further, this Comprehensive Plan reaffirms the 2018 commitment and includes goals and actions to facilitate the advancement of carbon reduction goals in the community.



Sustainability and resiliency initiatives in the City will impact a range of areas in this Plan. The 2050 Comprehensive Plan includes the following Sustainability and Resiliency goals:

## 1. GREEN BUILDINGS

Achieve increases in energy efficiency of buildings through retrofits and the design of new buildings, while promoting sustainable building practices for new and existing construction.

## 2. PUBLIC REALM

Create a more sustainable public realm.

## 3. ECOSYSTEMS

Require landscaping in conjunction with development that complements its surroundings and enhances the built environment.

## 4. MITIGATION

Reduce carbon and greenhouse emissions.

## 5. RESILIENCE

Ensure City infrastructure and residents are resilient to the shocks and stresses of climate change.





## **GOAL 1: GREEN BUILDINGS**

Achieve increases in energy efficiency of buildings through retrofits and the design of new buildings, while promoting sustainable building practices for new and existing construction.

### **Past Accomplishments**

- ✓ The William at Belle City Square and the Hotel Verdant were awarded LEED Green building certification, joining the Johnson Foundation Guest House and the SC Johnson HQ West buildings. (All LEED Gold or better)

### **Background**

**Energy Efficiency:** Increasing energy efficiency is an early step to achieving carbon emission reduction. Homes benefit from energy efficiency upgrades before paying for more costly technologies like solar panels or heat pumps. Ensuring that new development in Racine is encouraged to invest in energy efficiency while existing homes and businesses are retrofitted will drastically reduce the amount of future energy consumption. The City will also investigate ways to upgrade existing facilities and construct new public facilities through public private partnerships.

**Renewable Energy:** Renewable energy such as solar, geothermal, and wind represents a feasible pathway away from climate warming fossil fuels and presents an opportunity for energy independence. The City has the opportunity to continue to assess the feasibility of renewable energy investments to supplement the existing energy grid. Key attention must be paid to the grid's capacity for additional energy as well as state legislation enabling the City and its residents to invest in renewable energy from different sources.

**Green Building:** New development and retrofitting older buildings in Racine can be steered towards green building techniques. While state energy codes provide a baseline for energy efficiency, local policy, incentives, and technical assistance can steer investments in building upgrades. Examples of these

techniques include best practices for green or blue roofs, full electrification of building systems, green building certifications such as LEED and WELL, installing solar panels and geothermal.

### **Action 1: Incentives**

Identify ways to encourage and incentivize sustainable design practices and principles for privately-funded projects.

### **Action 2: Building Materials**

Encourage use of environmentally responsible building materials and construction practices. Encourage homeowners (especially residents with historic homes) to use more efficient insulation, windows, lighting, and other cost-effective improvements. Communicate deconstruction best practices and rescue of construction materials.

### **Action 3: Benchmarking**

Pursue benchmarking and/or disclosure of energy performance of all residential and commercial buildings.

### **Action 4: Site Plan Review**

Create and implement site plan review requirements to show how development applications align with sustainable goals and objectives.

## Action 5: Technology

Help secure and consider funding demonstration projects of emerging or underutilized technologies, concepts, designs and methods related to energy efficiency and sustainability.

## GOAL 2: PUBLIC REALM

Create a more sustainable public realm.

### Past Accomplishments

✓ Delivered 9 electric buses in late 2021

### Background

**Sustainable Transportation:** Transportation is one of the largest contributors to greenhouse gas emissions, primarily due to the combustion of fossil fuels. Sustainable transportation planning involves an array of reforms geared towards reducing reliance on personal internal combustion engine (ICE) automobiles, but it's easier said than done. Centuries of car-centric development has made it difficult for people to use alternative modes of transportation to reach their destinations and complete their daily trips. Creating a public realm designed to facilitate a variety of transportation modes and making it possible for people to choose more sustainable, low to no-emission transportation choices can lower the City's emissions from the transportation sector.

**Low-No Emission Technology:** A variety of technologies are available to facilitate a switch to cleaner transportation, including electric automobiles, buses, and other heavy-duty vehicles. Electric bicycles and scooters are also popular options for low-emission personal travel. Making it easier to choose walking, cycling, public transportation, or micro-mobility can all contribute to reduced impacts from personal automobile usage on the climate. These options are also typically much cheaper than the



purchase and maintenance of personal automobiles, and represent an equitable means of expanding mobility for the City's residents.

**Cleaner, Cooler Air:** Facilitating a sustainable public realm can have massive impacts on public health. Transitioning to a low-no emission transportation system reduces air pollution that can cause asthma and other serious respiratory diseases. Adding and caring for shade trees and plants can significantly reduce the urban heat island effect in areas with high impervious surface coverage. As more frequent and intense heat waves are anticipated in the region due to climate change, efforts to improve public spaces in this manner can result in a cooler, more comfortable environment, especially during times of extreme heat.

**Native Landscaping & Biodiversity:** Even urban areas can provide space and habitat for biodiversity. Utilizing native plants where possible can decrease maintenance time and costs while providing homes and food for wildlife and natural beauty to admire. Native plants can also filter and drain stormwater better than non-native plants, especially during periods of extreme precipitation, which are anticipated to become more common due to climate change.

### ***Action 1: Framework for Improvements***

Develop a framework for public realm improvements citywide that guides landscaping, street furnishings, street lighting, trees, heritage streets, and other improvements like high albedo paving and reduced paving to the public realm and pedestrian environment.

### ***Action 2: Developer Requirements***

Require developers to implement public realm improvements in conjunction with approvals for building construction and site modification.

### ***Action 3: Pedestrian Spaces***

Encourage the location and design of pedestrian spaces to be climate-sensitive, allowing for shelter, window breaks, and sun access or shading depending on seasonal needs.

### ***Action 4: Funding Options***

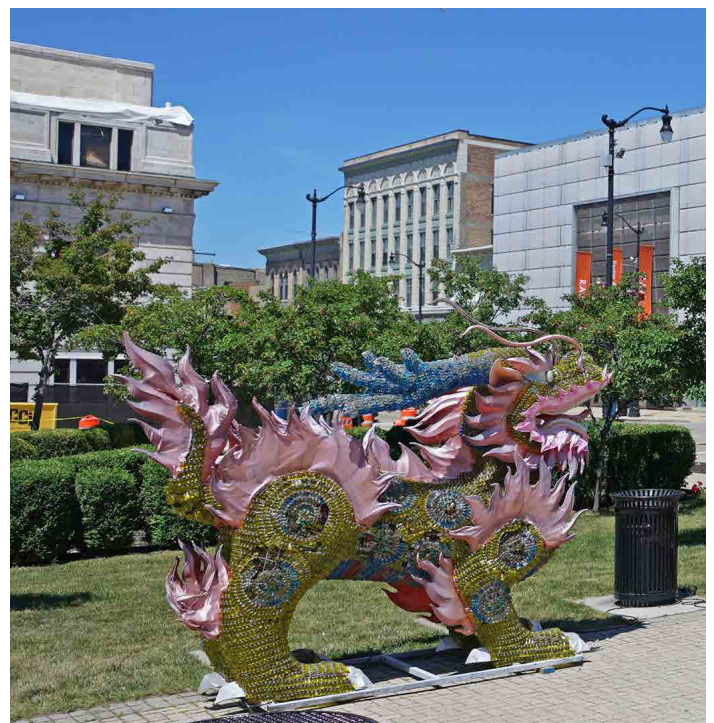
Consider alternative funding options for public realm improvements to ensure that all areas of the city have opportunities to benefit.

### ***Action 5: Public Access***

Explore and implement new ways to improve the public realm via pilot or creative projects utilizing public and private partnerships when appropriate, while ensuring public access.

### ***Action 6: Mature Trees***

Require new developments to preserve existing mature trees in the public right of way where feasible and reasonable.





## GOAL 3: ECOSYSTEMS

Require landscaping in conjunction with development that complements its surroundings and enhances the built environment.

### Background

**Biodiversity:** As we develop more urban land, fewer natural areas are available for native species to live and thrive. Loss of habitat from urbanization, warming temperatures, invasive species, and more has hastened the need to preserve biodiversity where possible within and throughout the urban environment in the City. Parks, environmental corridors such as the Root River, and the trees lining the street and in backyards represent the vast majority of quality habitat for local insects and wildlife. These plants and animals provide a local ecosystem which preserves our ability to grow food, control pests, and enjoy nature.

**Stormwater and Green Infrastructure:** Rainfall and stormwater present management challenges both in terms of quantity and quality. The volume of stormwater that falls in a short period must be managed quickly to prevent flooding and inundation which may otherwise lead to water pooling in the streets or worse, in basements. When water travels downhill, it also picks up pollution such as oil on roads, pesticides, waste, and litter. To prevent this waste from ending up in freshwater resources, stormwater quality must also be controlled. As the volume of stormwater increases in more extreme rainfall events presented by climate change, the need to better control it is heightened.

Storm sewers can handle a large volume of water, but can quickly become overburdened in cities. Today, many communities are moving to supplement their storm sewer system with “green infrastructure” which helps capture rain directly where it falls rather than letting it run off into the sewers. Stormwater can then be infiltrated into the ground or held temporarily until

the sewer system has more capacity. Additionally, when vegetation is used, some water is absorbed by plants. This provides additional benefits to the community in the form of beautification, air quality, and economic benefits, but must also be maintained to avoid degradation.

**Wildlife-Friendly Buildings & Lighting:** Hundreds of millions of birds are killed by flying into building windows and walls every year. Racine is situated within the Mississippi River Flyway, traveled by many bird species every year. Simple retrofits to existing buildings and designing new buildings to be bird-friendly can significantly reduce bird deaths. Extensive artificial lighting during nighttime also poses threats to wildlife and can waste energy, especially in vacant buildings.

**Community Health:** Exposure to nature has been linked to significant physical and mental health benefits. Facilitating areas with natural elements like green (parks and forests) and blue spaces (views and access to lakes and rivers) can lower stress and improve attention and mood.



### ***Action 1: Climate-Resilient Plants***

Encourage plant and tree types that complement the surrounding area, including a variety of species throughout the site, and seasonal interest. Species should be climate resilient, indigenous, or proven adaptable to the local climate and should not be invasive.

### ***Action 2: Ecological Function***

Promote landscaped areas that include plant and tree types that address ecological function, including the interception and filtration of stormwater, reduction of the urban heat island effect, and preservation and restoration of natural amenities.

### ***Action 3: Landscape Maintenance***

Require the maintenance of landscaped areas to allow views into and out of the site, to preserve view corridors and to maintain sight lines at vehicular and pedestrian intersections.

### ***Action 4: Ongoing Performance***

Require landscaping plans that facilitate future maintenance including those that minimize the need for irrigation systems, utilize drought and salt-resistant species, and consider ongoing performance of storm water treatment practices, snow storage, access to sun, proximity to buildings, paved surfaces and overhead utilities.

### ***Action 5: Urban Landscape***

Encourage and identify opportunities to integrate green roofs, living walls, and porous pavement into development, acknowledging that these practices are not meant to be a substitute for ground-level

landscaping of sites as landscaping provides both a natural amenity and aesthetic beauty to the urban landscape.

### ***Action 6: Native & Wildlife-Friendly***

Encourage native and wildlife-friendly landscaping and building design, including pollinator-friendly plant species and bird-friendly lighting and buildings.

### ***Action 7: New Trees***

Explore incentives, programs, and requirements for new developments and additions to existing buildings to retain mature trees, replace lost trees, and plant more native trees if none were there originally.



## GOAL 4: MITIGATION

Reduce carbon and greenhouse emissions.



### Past Accomplishments

- ✓ Adopted a resolution committing to the Paris Climate Accord in 2018
- ✓ Received SolSmart Bronze designation
- ✓ Installed the City's largest to-date solar array
- ✓ Passed a Zero Waste resolution in 2019
- ✓ Installed the City's largest to-date solar array

### Background

**Waste Management:** Waste represents a significant portion of greenhouse gas emissions contributing to climate change, especially methane generated from landfills. Methane is 25 times more potent than carbon at trapping heat in the atmosphere. Waste

takes up an ever-increasing amount of land space, and contaminants from improper waste management lead to hazardous exposure to materials and pollution of our natural resources. Taking steps to ensure that we reduce the amount of waste generated and reuse and recycle as much as we can to divert waste from landfills can drastically reduce the harmful impacts of unsustainable waste management.

**Clean Vehicles:** Light- and heavy-duty vehicles produce greenhouse gas emissions when they're fueled by carbon-based sources such as diesel or gasoline. Decreasing the number of vehicle miles traveled (VMT) and replacing inefficient, dirty engines with vehicles that are powered by electricity can drastically lower greenhouse gas emissions, especially



if the electricity is generated from renewable resources such as wind or solar. Reducing idling from vehicles when they are not in use is another way to reduce emissions.

**Renewable Energy:** The vast majority of the modern electric grid is fueled by carbon-based fuels such as coal and natural gas. The extraction, transportation, and combustion of these resources can pollute our land, water, and air. In addition, these fuels are often imported, making society susceptible to volatile price swings and supply chain disruptions. Fossil fuels combusted for electricity, heating, and cooling is easily wasted if homes or businesses are leaky. Installing small-scale, distributed renewable energy systems such as solar PV or geothermal can increase energy independence while lowering emissions.

- Community solar is not enabled in Wisconsin yet, but creating an action to monitor legislation for opportunities like community solar is appropriate.
  - The GGR Energy Initiative: formally known as SOLARacine
  - Southeast Wisconsin Solar Group Buy, established a buy program, vetted vendors, recruited people and businesses to sign up for solar assessments, track their progress to completion.
  - Great Lakes Community Conservation Corps Go Solar program offers a significantly discounted solar panel system installation
  - Southeast Wisconsin Solar Group Buy program can help you save up to 35% on a solar panel system installation at your residence

**Carbon Sequestration:** Reducing the production and release of carbon is one important method to combating climate change. Another important action is to strengthen nature's ability to remove carbon from the atmosphere. Trees, especially mature trees, are a nature-based solution to climate change because they work as "carbon sinks" that pull carbon out of the atmosphere. Restoring wetlands and other vegetated solutions have the capability of sequestering carbon as well.

## ***Action 1: Vehicle Emissions***

Reduce vehicle-related emissions through transportation and land use policies, and changes to the built environment that result in fewer vehicle miles traveled.

## ***Action 2: Transportation Management***

Encourage and support transportation management practices focused on reducing single-occupancy vehicle trips.

## ***Action 3: Traffic Control***

Continue to evaluate and implement traffic control measures to minimize vehicle emissions.

## ***Action 4: Idling***

Consider the implementation of a City vehicle idling ordinance. Utilize technology to track and improve compliance with the public fleet.

## ***Action 5: Public Fleets***

Transition public vehicle fleets to reduced emission technology where technology allows.

## ***Action 6: Net Zero***

Construct new municipal buildings to a zero net carbon standard.

## ***Action 7: Climate Planning***

Explore the creation of a climate resiliency plan.

## **GOAL 5: RESILIENCE**

Ensure City infrastructure and residents are resilient to the shocks and stresses of climate change.

### **Background**

Resiliency is related to sustainability, but it refers to our ability to face challenges - such as those presented by climate change - but also including any natural disaster, economic hardship, social unrest, and more. A resilient community is one which can withstand shocks and emerge stronger. While the Paris Climate Accords resolved to bring the global community together to avoid the worst impacts of climate change, a plan for resilience at the local level is necessary to face the impacts already at our doorstep. Rising temperatures, more extreme rainfall, global supply chain interruptions, and more are already presenting challenges to communities in southeastern Wisconsin and across the country.

**Coastal Resiliency:** Racine, on the coast of Lake Michigan, is responsible for protecting part of the greatest source of freshwater in the world. And, while this is a major asset to the City, it is also a frequent challenge. Erosion along the coast and bluffs of Lake Michigan is constantly presenting a loss of land and a threat to the lakefront. Bluff stabilization and control of runoff are crucial strategies for ensuring the coastline of Racine remains resilient. As fluctuating lake levels become more unpredictable, the challenges presented by the future of Lake Michigan are uncertain. The Great Lakes can expect more frequent fluctuations in lake levels in the future. Infrastructure should be built to protect against high lake levels while still facilitating use during low lake levels.

**Resilient Systems:** A resilient community is positioned to respond quickly to disasters and emergencies and recover in a timely manner. Ensuring adequate resources to respond to emergencies, such as to fuel essential facilities and vehicles without having

to rely on outside supply chains, is one important action the City can work towards. Pairing renewable energy systems with energy storage, all on-site, is one example of how communities are working towards resilience. Microgrids combining renewable energy technologies and battery storage form a self-sufficient energy source separate from the electrical grid in times of emergencies.

**Public Health & Diseases:** As the climate changes, pests and diseases are becoming more prevalent. Disease carrying ticks are active for longer periods of time, increasing the likelihood of contracting illnesses such as Lyme disease. Mosquitoes also benefit from hot, wet breeding conditions and can pass dangerous diseases to humans. Heat waves are also particularly dangerous, especially to very young and older adults and those unable to afford cooling their homes. More frequent and severe flooding can impact residents' homes and can create mold in interior spaces. These represent public health threats that the City should be prepared to address to become more resilient.

### **Action 1: Collaboration**

Anticipate and prepare for pressures and shocks that climate change will introduce or worsen by collaborating across City departments, government agencies, private businesses and organizations, and resident networks. Monitor state and federal legislation, especially regarding opportunities to implement community solar programming.



***Action 2: Forecast***

Consider climate forecasts in stormwater feasibility and modeling work to inform infrastructure investments, including building community centers that act as emergency hubs.

***Action 3: Climate-Sensitive***

Consider development regulations and standards which encourage climate-sensitive design for residential and commercial buildings, parking lots, and open spaces, parks, and coastal and riverfront landscapes.

***Action 4: Flooding***

Explore the impacts of flooding on public safety, the protection of property, public infrastructure and the environment to aid in the development of new policies.

***Action 5: Drinking Water***

Continue providing safe high-quality drinking water while being a steward of public resources and infrastructure.





***CHAPTER 4: SMART CITY***





# ***CHAPTER 4: SMART CITY***

## ***A VISION FOR THE FUTURE OF THE CITY***

Racine is Wisconsin's first Smart City. Using technology, Racine is committed to improving the lives of residents by becoming a more equitable, sustainable place. Ensuring residents and community members have access to economic opportunities in the emerging digital economy will allow Racine to "leapfrog into the next generation."

Smart City initiatives in the city will impact a range of areas from transportation to telecommunications and housing.

The 2050 Comprehensive Plan includes the following Smart City goals:

### **1. SMART GOVERNMENT**

Use technology to make City services accessible to all, make City information and decision-making processes transparent, and provide decision-makers with real-time and high-integrity data on which to make decision.

### **2. SMART PLACES**

Integrate smart technology in the public realm.

### **3. INNOVATION**

Celebrate and prioritize innovative ideas by all levels of City Government.





## GOAL 1: SMART GOVERNMENT

Use technology to make City services accessible to all, make City information and decision-making processes transparent, and provide decision-makers with real-time and high-integrity data on which to make decisions.

### Background

**Government Services:** Government services are increasingly online, and digital tools provide valuable opportunities for the City to increase its accessibility to residents through the internet. For this reason, the City is striving for improved online communications. A digital government will mean that emergency and public safety services can increase their awareness and gather more data with technology, such as sensors and cameras on street lights. Mapping and data tools can help organize data about street repairs and problems reported by residents to more effectively address them.

### Action 1: Data

Gather real-time data from the physical environment and promote data collection mechanisms for private enterprise in order to improve City operations while safeguarding the data privacy of City residents and visitors.

### Action 2: Website

Update City website to utilize industry best practices and mobile technology and create policies and processes that allow departments to manage content to ensure it is up to date and accurate.

### Action 3: Service

Invest in technology that accentuates customer service.



### Action 4: Privacy

Adopt an enterprise-wide Data Privacy Policy to govern data collection, retention, sharing, and use by City departments and vendors about City residents and visitors.

### Action 5: Security

Prioritize data and technology security as a value and business practice for all City operations.

### Action 6: Cyber Risk

Ensure all technologies are cyber secure so that they don't increase City cyber risk and they protect data according to all rules and regulations.

## **GOAL 2: SMART PLACES**

Integrate smart technology in the public realm.

### **Background**

**High-Speed Internet:** The City of Racine is committed to ensuring comprehensive access to high-speed internet for all residents through the expansion of fiber optic and wireless infrastructure. This is the essential first step to building a baseline of access for residents to participate in the 21st Century economy, access essential services increasingly available online, and bolster emergency preparedness. During road construction, Racine is installing thousands of miles of fiber optic cable and is planning to institute a public Wi-Fi system.

**Smart Mobility:** The future of transportation represents countless opportunities for the City of Racine. Electric vehicles, autonomous driving, micromobility, utility cars, rideshare, and the next generation of public transportation are just some examples of innovations already on our doorstep. These inventions represent better ways of getting around, but may also represent new challenges in governing and coordination among transportation choices for which our roads were not necessarily built. The City of Racine will be proactive in improving the infrastructure needed to support smart mobility.

### **Action 1: Technology Framework**

Explore the development of a framework for public realm improvements citywide that guides technology in publicly used areas.

### **Action 2: Mobility**

Continue to explore, partner, and expand innovation related to personal and public mobility.

### **Action 3: Locational Data**

Develop a strategy to utilize locational data to improve economic development for business attraction and retention, improved traffic management, and public transit.

### **Action 4: Fiber-Optic Network**

Continue to install, maintain, and expand the municipal fiber optic network.

### **Action 5: Internet Access**

Explore all options and strategies to increase network offerings in the City including but not limited to municipal, public, and private leased to ensure all residences and businesses can get cost effective internet access.

### **Action 6: Tracking**

Explore the installation of real time tracking on City fleets to inform the public and to improve operational efficiency, driver safety, fuel savings, vehicle maintenance, routing, and scheduling.

### **Action 7: Parking**

Develop and implement strategies to improve city-wide parking, such as systems that inform where available parking spaces exist, easy systems of fee payment, management, and enforcement, and best locations for parking.





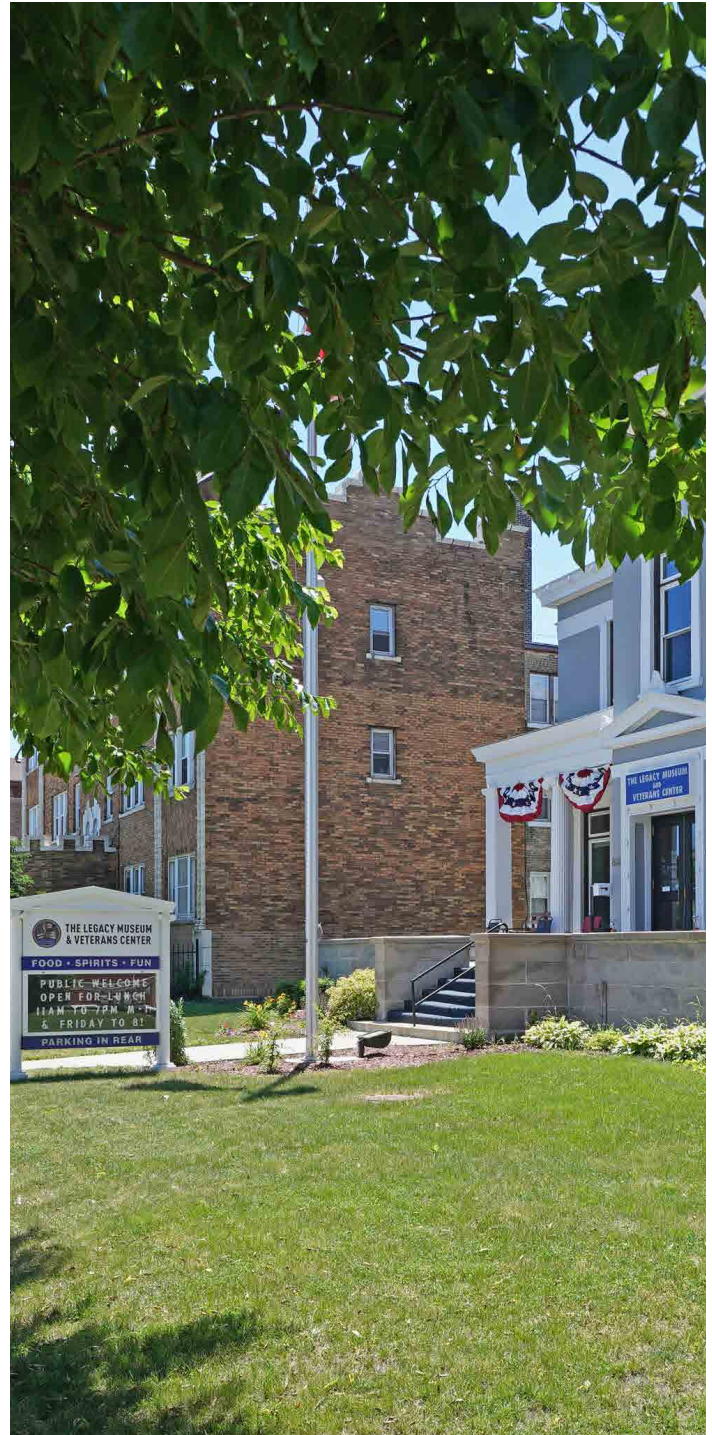
## GOAL 3: INNOVATION

Celebrate and prioritize innovative ideas by all levels of City Government.

### Background

**Equity:** Instructing youth and adults on computer science can help bridge the “digital divide” which impacts the lived experience of those with access to computers and the internet, and those who do not. The digital divide is defined by the Organization for Economic Co-operation and Development (OECD) as the gap between individuals, households, businesses and geographic areas at different socio-economic levels with regard to both their opportunities to access information and communication technologies (ICTs) and to their use of the internet for a wide variety of activities. The digital divide among households is largely correlated with two variables, income and education. As of 2019, nearly half of the families in Racine that make \$20,000 or less a year don’t have a broadband connection at home.

The digital divide is also strongly correlated with race and age. People of Color and older adults are less likely to have barrier-free access to the internet than their younger, White counterparts. Additionally, limited access to the internet, such as only having access via smartphone or in a public facility such as a community center, further divides individuals from those with personal computers and home high-speed internet connections.



**Sustainability:** Technological advancements play a key role in enabling our communities to avoid the worst impacts of climate change. Implementing energy efficiency upgrades to homes, businesses, and institutions represents some of the largest possible reductions in carbon emissions in Racine. With energy prices increasing, energy efficiency upgrades are increasingly important to maintain affordability and resiliency as the climate changes. Smart City technologies offer several tools to lessen energy burden on the community.

Smart city ICTs can also help improve waste management, a major contributor to climate change. The City of Racine is instituting automated waste management tracking with sensors on waste disposal containers to ensure residents have access to proper disposal services. The City also adopted a zero-waste resolution to reduce the carbon emissions from waste.

New forms of smart mobility also offer significant carbon reduction impacts. Ensuring the City becomes more walkable, bikeable, and free of congestion will reduce the emissions from driving internal combustion engine (ICE) vehicles. Electric vehicles also offer a carbon-free means of transportation once the electricity grid is powered by renewable energy sources such as solar, geothermal, and wind. Cooperation and support for utilities and higher levels of government will be an integral part of ensuring access to electric vehicle infrastructure and a clean energy grid.



### ***Action 1: Solutions***

Issue community challenges to solicit ideas to solve City problems and invite community members to create and pitch potential solutions.

### ***Action 2: Toolkit***

Develop a Pilot Framework/Toolkit to explore new technologies, services, or concepts in a quick and affordable way.

### ***Action 3: Engagement***

Focus new efforts towards traditionally low-engagement areas and groups.

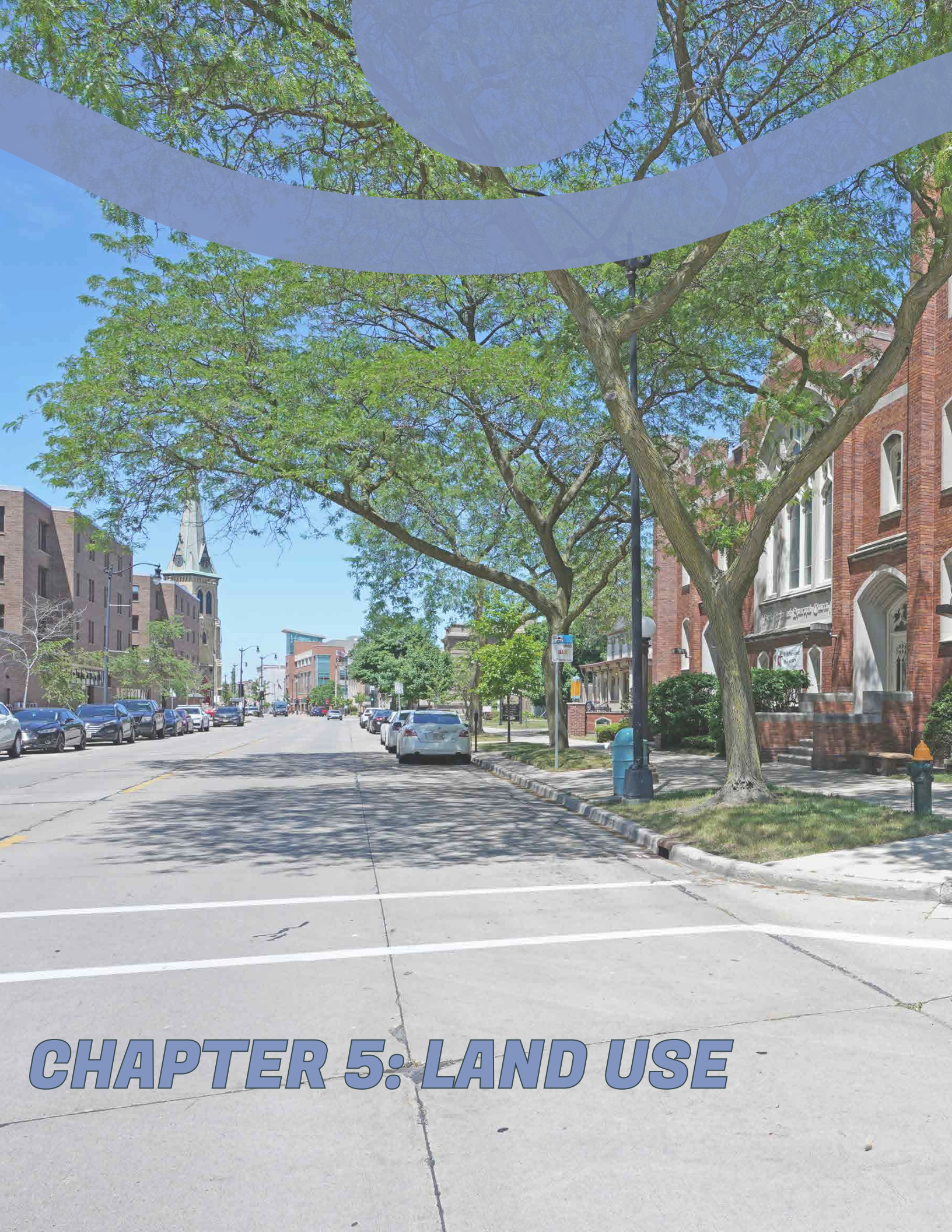
### ***Action 4: Emissions***

Create Citywide specific goals to reduce carbon emissions and then create strategies and policies to measure and meet those goals in all City projects.

### ***Action 5: Accomplishments & Partners***

Publish the past, present, and future work that the city is doing regarding Smart City Goals at least yearly and celebrate specific accomplishments and highlight city partners and positive impact for citizens..





## ***CHAPTER 5: LAND USE***





FIRST  
UNITED METHODIST CHURCH

GOOD THINGS TAKE TIME  
SO BE PATIENT

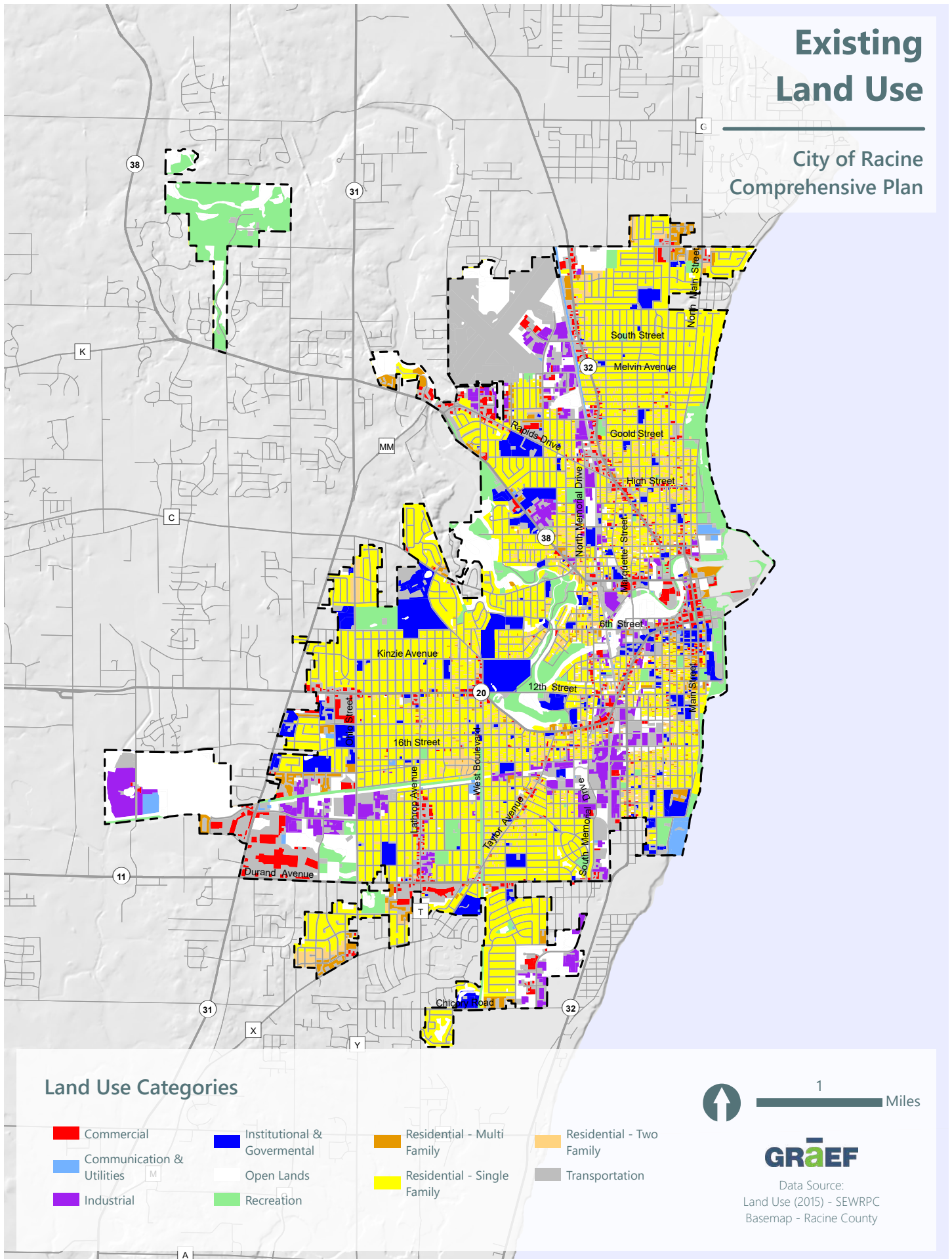
SUNDAY WORSHIP 10AM

MINISTERIO HISPANO  
CASA DE ORA  
EN ESPAÑOL  
DOMINGOS LAS 10:00 P.M.



# Existing Land Use

City of Racine  
Comprehensive Plan



# ***CHAPTER 5: LAND USE***

## **EXISTING LAND USE**

The existing land use as of 2015 in the City of Racine includes 10 Land Use Categories. Racine's existing land use consists primarily of urban development patterns. The largest Land Use Category by area is Residential - Single Family. Many non-residential uses exist in certain areas, largely along large transportation and freight infrastructure such as rail corridors or along the airport. There are also large areas of recreational space along environmental corridors such as the Root River and large commercial areas along major transportation arterials.

### **Commercial:**

Those buildings for which the primary function involves the sale of goods or services.

### **Communication and Utilities:**

The building or premises on which communications and utility facilities have been located--including radio and TV transmission stations and antennas, incinerators, and utility plants such as sewage disposal plants and treatment lagoons, water towers, and water supply plants have been identified.

### **Industrial:**

Those buildings or areas for which the primary function involves wholesaling and storage, extractive uses, or manufacturing.

### **Governmental and Institutional:**

Civic and public buildings or buildings which are operated by an organization such as schools, public services, government facilities, charities, and religious institutions.

### **Open Lands:**

Areas of land that are undeveloped including wetlands, unused urban land, landfills, woodlands, and water bodies.

### **Recreation:**

Primarily open space that allows for land and water-based recreation and interaction with the natural environment and sporting facilities.

### **Residential - Multi Family:**

Those areas which include three or more units per building.

### **Residential - Single Family:**

Those areas which include one, single-family residential structure on a single property.

### **Residential - Two Family:**

Those areas which include a two-family residence. The two living units can be up-and-down, front-and-rear, or side-by-side.

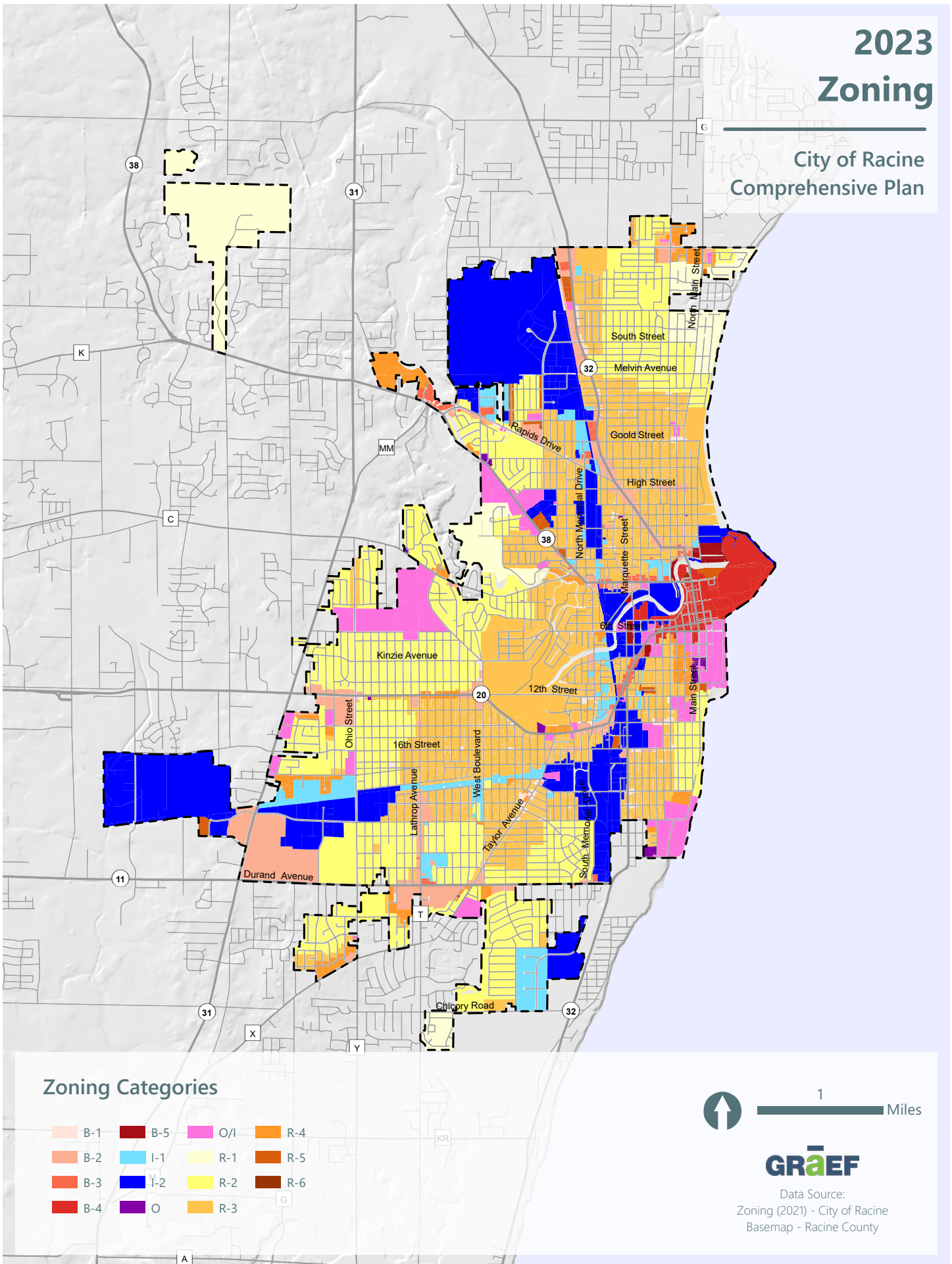
### **Transportation:**

Those areas of land dedicated for local and regional transportation facilities including roadways, railroads, bus terminals, truck terminals, parking areas, airfields, and ship terminals.



# 2023 Zoning

City of Racine  
Comprehensive Plan



# EXISTING ZONING

In 2022, the City of Racine had 15 zoning districts included in the municipal code. Each zoning district regulates what may be built on a given property and dictates land uses. The zoning code is an essential tool for land property owners and developers to understand how they may make investments in the community. An analysis and update to the zoning code is recommended in this Comprehensive Plan to ensure that the code aligns with the vision for Future Land Use in the City. Chapter 114 of the Municipal Code includes the following categories of districts:

## Residence Districts

Residence districts are intended for the location of single-use structures consisting only of dwelling units or of Institutional or Recreational buildings.

## Business Districts

Business districts are intended for a range of uses including commercial and office uses as well as mixed-use development.

For a full listing of current zoning districts, view the [City of Racine Municipal Code](#).

## Industrial Districts

Industrial districts are intended for a range of limited to intensive industrial uses.

## Special Districts

Special districts consist of overlays which are intended to provide additional standards beyond the underlying residence, business, or industrial district.









## ***FUTURE LAND USE***

The Comprehensive Plan sets forth the vision for future land uses across all properties within the City limits. Future Land Use determines the appropriate mix of uses which may become appropriate for a given property over the next several decades. The future use of a property may be facilitated by one of many existing zoning districts, or it may be facilitated by a new zoning district which does not yet exist.

### ***How to Use Future Land Use***

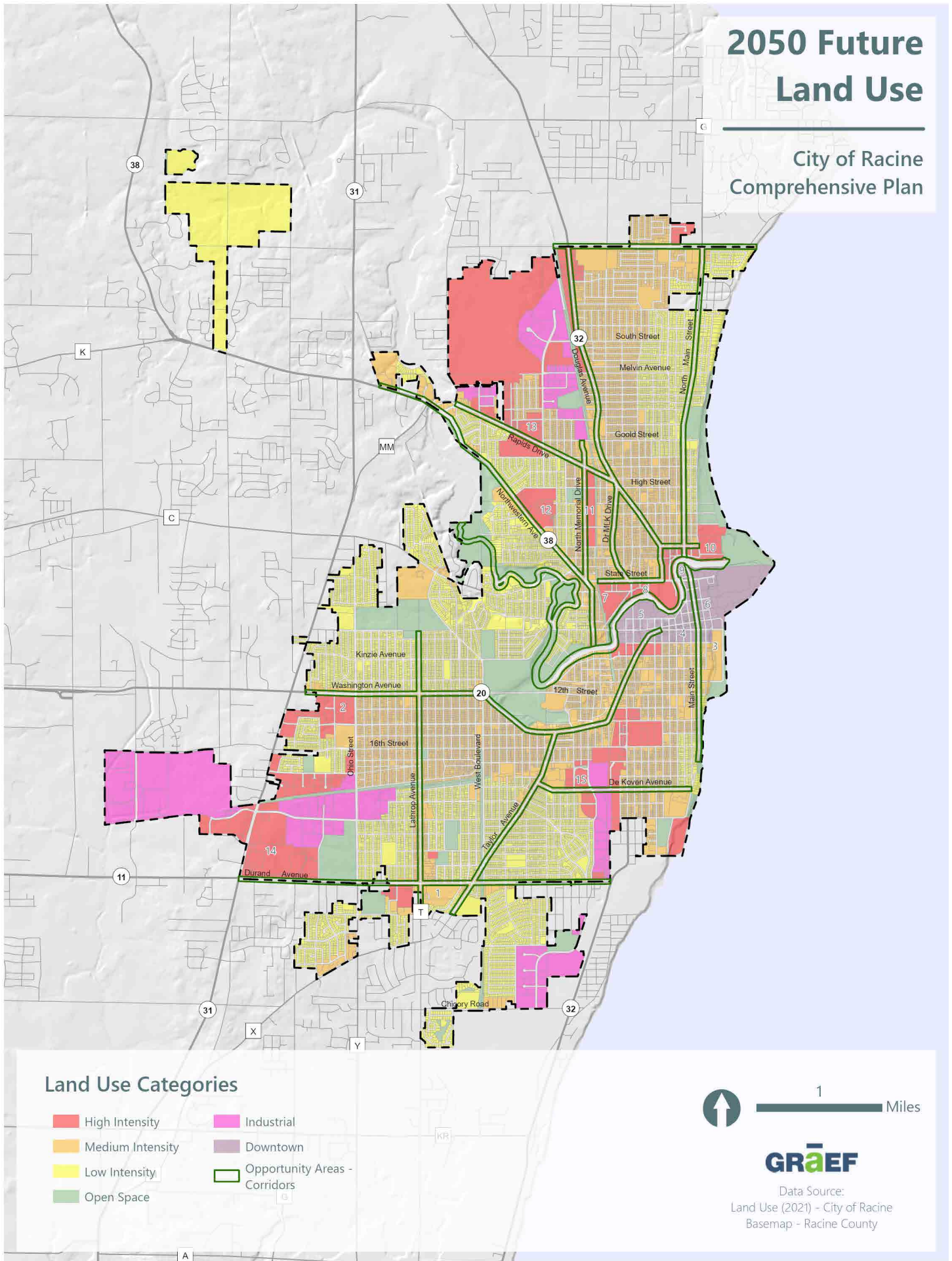
Each property within the City is designated with a future land use in the Future Land Use Map. Changes to this map were made during the Comprehensive Plan process and may be amended with a Comprehensive Plan amendment. Unlike the previous City of Racine Land Use Plan, the 2050 Future Land Use Map does not represent a singular use for each property, but instead illustrates an area with a mix of compatible/preferred future uses. These are detailed in the “Preferred Future Land Use Table” on the following pages. The 2050 Future Land Use Map and Table go hand in hand and cannot be interpreted separately.

### ***Future Land Use Categories***

Each Future Land Use category refers to a general mix of uses which may be appropriate for a property in a given area at some point in the future. To determine which uses are appropriate for a property, property owners first rely on the zoning district for their property. Any changes to zoning districts to facilitate a new potential use on a property are informed by, and must be consistent with, the Future Land Use Map. The Future Land Use category of a property on the Future Land Use Map determines which zoning regulations may be appropriate for a given property. In addition, considerations must be made regarding adjacent uses, impact on neighborhood character, and all other regulations applicable in the Zoning Code. If a proposed rezoning is not consistent with the Future Land Use Map, a Comprehensive Plan Amendment is required to amend the Future Land Use Map.

# 2050 Future Land Use

City of Racine  
Comprehensive Plan



## Future Land Use Categories

The City of Racine’s Future Land Use Map includes six (6) future land use categories:

- Low Intensity
- Medium Intensity
- High Intensity
- Downtown
- Industrial
- Open Space

Each category includes a list of “Desirable,” “Allowable,” and “Undesirable” uses which may be appropriate for a future land use. The designation of Desirable or Allowable does not imply an entitlement to that future land use on any particular parcel of land within the City. The appropriateness of any specific future land use on any particular parcel will be determined on a case-by-case basis through application of the Zoning Code and is subject to further detailed review, evaluation and approval by the City as part of any and all applicable municipal ordinances and development review and zoning processes.

## Intensity Levels

Three Future Land Use categories are designated as “Intensity Levels.” The three levels are High, Medium, and Low Intensity. Intensity refers to a variety of factors including density, level of activity, and more. Low Intensity areas are primarily residential neighborhoods consisting of residential detached single-unit housing, townhomes, duplexes, small neighborhood parks, and small community and religious institutions. Medium Intensity areas have more multi-unit residential development than Low Intensity areas and generally allow for smaller lot sizes and a greater variety of housing types. High Intensity areas may include a mix of retail, office, residential, and public uses along the same street or even within the same property. High Intensity areas are often located as a transition between Medium and Low Intensity neighborhoods or between Industrial or Downtown areas.

The Intensity Level of a given property must be understood in the context of its surroundings and the general mix which exists today and may be appropriate for the future. Given time, all places change, and it is the intent of the Future Land Use Map to anticipate and guide that change over a period of time. It is neither practicable nor desirable to change the Future Land Use Map each time a given property use changes. Rather, the Future Land Use Map places guardrails on a given property to guide decision making as different circumstances develop.

The below table shows the area of the city consisting of each category. Further detail has been added to represent the amount of land within each category which is developed versus undeveloped, or which is dedicated to a civic, public, or institutional purpose - listed here as “Civic.”

**Future Land Use Breakdown**

<b>Future Land Use Category:</b>	<b>Property Type</b>	<b>Acres</b>	<b>Percent of Total</b>
<b>Downtown</b>	Developed	1,495.1	14.7%
	Civic	207.9	2.0%
	Undeveloped	6.6	0.1%
<b>High Intensity</b>	Developed	1,020.6	10.0%
	Civic	221.6	2.2%
	Undeveloped	37.8	0.4%
<b>Industrial</b>	Developed	699.3	6.9%
	Civic	91.3	0.9%
	Undeveloped	43.7	0.4%
<b>Low Intensity</b>	Developed	2,095.0	20.6%
	Civic	556.0	5.5%
	Undeveloped	31.2	0.3%
<b>Medium Intensity</b>	Developed	2,022.6	19.9%
	Civic	423.1	4.2%
	Undeveloped	108.8	1.1%
<b>Open Space</b>	Developed	25.6	0.3%
	Civic	746.3	7.3%
	Undeveloped	13.0	0.1%
<b>City of Racine Area (Acres)</b>		<b>10,166</b>	<b>100%</b>



## ***Future Land Uses and “Preferred Future Land Use Table”***

There are 14 listed Future Land Uses which may be preferred uses within the areas identified on the 2050 Future Land Use Map:

### **Existing Uses:**

Existing uses are noted within each Future Land Use Category to specify that an existing use is always “Allowable” on any property in Racine and that no existing property must be changed in order to comply with the Future Land Use Plan. Rather, when a property seeks a permit for development such as a zoning change, that is considered a change in use and is no longer automatically “Allowable” as an existing land use.

### **Residential 1-2 Unit:**

One or two dwelling units within a single property, whether attached or detached.

### **Residential 3-4 Unit:**

Three to four dwelling units within a single property.

### **Residential 5-11 Unit:**

Five to eleven dwelling units within a single property.

### **Residential 12 Unit + / Senior:**

Twelve or more dwelling units within a single property. Also inclusive of active senior living communities.

### **Neighborhood Commercial:**

A commercial property generally serving the surrounding neighborhood.

### **Community Commercial:**

A commercial property that may serve the broader community throughout the City or nearby communities.

### **Mixed-Use: Commercial/Office/Residential:**

A property serving multiple uses in a compatible fashion including dwelling units.

### **Mixed-Use: Commercial/Industrial:**

A property serving both commercial and limited industrial purposes.

### **Office/Employment Centers:**

A property containing offices and ancillary uses to support offices for a large number of employees.

### **Civic and Institutional:**

Public or institutional property used to provide public or not for profit services or facilities.

### **Parks, Open Space & Recreational:**

Property containing large amounts of natural and open space including environmental corridors with limited structures supporting recreational and environmental purposes.

### **Limited Industrial:**

Industrial uses on a property that generally do not have an adverse impact on their surroundings and do not disrupt the urban pattern.

### **Intensive Industrial:**

Industrial uses on a property which may have external impacts and are appropriately buffered from adjacent uses to prevent adverse impacts.

## PREFERRED FUTURE LAND USE TABLE

Land Use Category	Existing Uses	Residential 1-2 Unit	Residential 3-4 Unit	Residential 5-11 Unit	Residential 12 Unit + / Senior	Neighborhood Commercial	Community Commercial	Mixed-Use: Commercial/Office/Residential	Mixed-Use: Commercial/Industrial	Office/Employment Centers	Civic and Institutional	Parks, Open Space & Recreational	Limited Industrial	Intensive Industrial
Low Intensity	A	D	D	A	A	A	U	A	U	U	A	D	U	U
Medium Intensity	A	A	D	D	D	D	A	D	U	A	A	A	U	U
High Intensity	A	U	A	D	D	D	D	D	A	D	A	A	A	U
Downtown	A	U	U	A	D	A	D	D	A	D	A	A	U	U
Industrial	A	U	U	U	U	U	U	U	D	A	A	U	D	A
Open Space	A	U	U	U	U	U	U	U	U	U	A	D	U	U
Public / Semi-Public	A	U	U	U	U	U	U	U	U	U	D	A	U	U

### Preferred Land Uses

For each Land Use Category, the list of all land uses are all designated with one of the following:

1. Desirable (D) - These uses should be encouraged because they are consistent with, support, and enhance the desired character of this Land Use Category.
2. Allowable (A) - These uses are generally considered appropriate for this Land Use Category but may require additional consideration and/or specific modification or developed features to be compatible with other uses in the area.
3. Undesirable (U) - These uses should not be encouraged but may still be acceptable for the area under special circumstances.

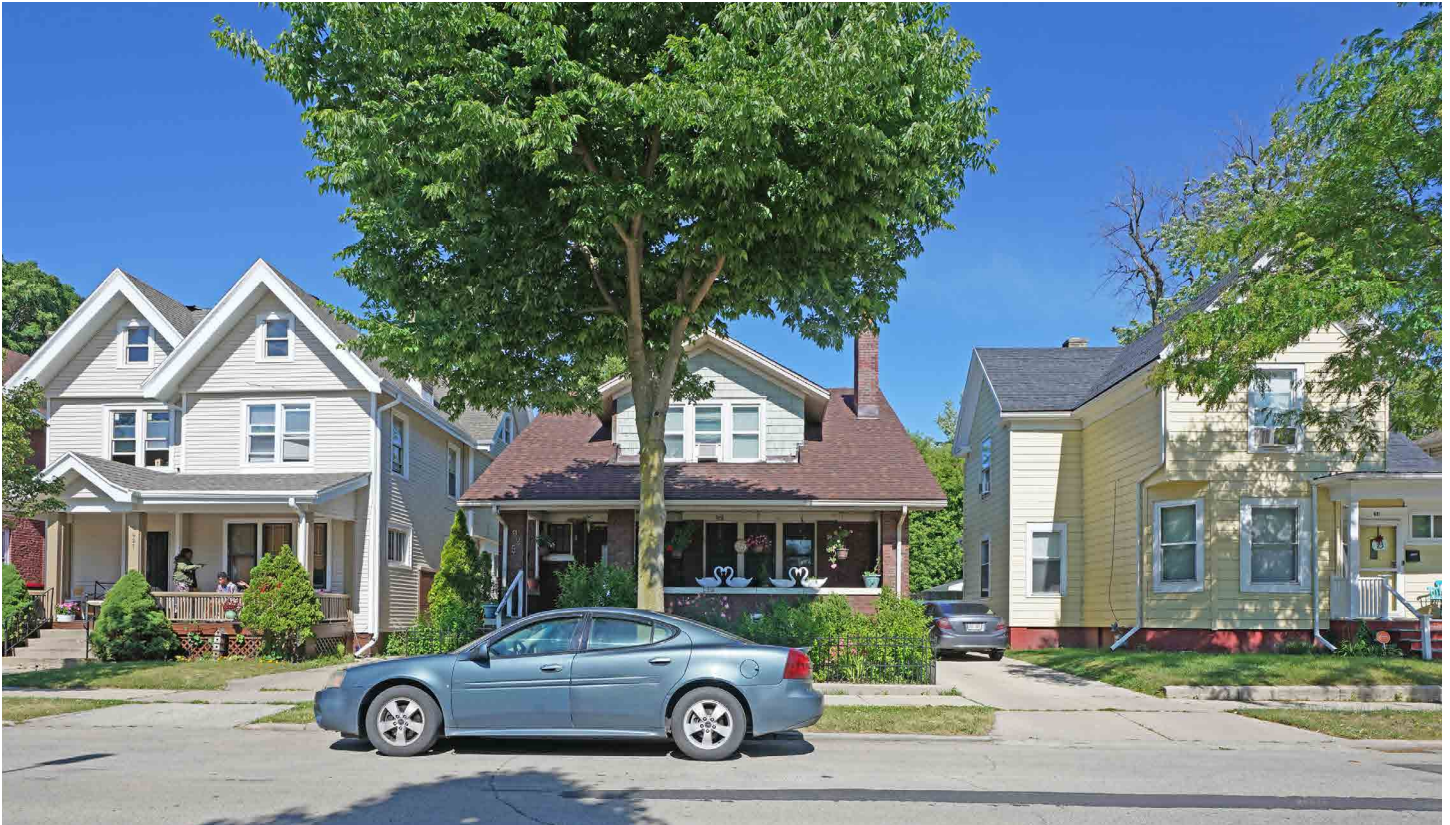
The above table shows the preferred future land uses by Future Land Use Category.

<b>D = Desirable</b>
These uses should be encouraged and support the desired character of the area.
<b>A = Allowable</b>
These uses are appropriate for the area, but may require additional consideration to fit the vision.
<b>U = Undesirable</b>
Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



## ***Future Land Use Category: Low Intensity***

The neighborhoods in Racine designated Low Intensity future land use consist mainly of existing single-unit and two-unit (two-flat and duplex) housing on 40-60 foot wide lots at approximately 7-12 dwelling units per acre.



### **Desirable Uses**

Residential single-unit and two to four-unit development along with open space and recreational amenities in the form of parks, trails, seating areas, or recreational facilities are desirable in the Low Intensity neighborhood Land Use Category. These uses should offer more space and separation of uses than higher intensity land use categories.

### **Allowable Uses**

Civic and institutional, neighborhood-oriented retail, and urban agricultural uses are allowable in Low Intensity neighborhoods such that they positively impact surrounding uses and employ sufficient

protections that prevent undue adverse impacts to community members. Examples of such uses may include, with special considerations to their context:

- Primary schools
- Religious institutions
- Neighborhood-scale commercial along appropriate Corridors

Accessory dwelling units (ADU) are allowable in the Low Intensity category and may be accommodated in certain zoning districts.

## Character

The Low Intensity Future Land Use Category should have a traditional neighborhood character. Isolated, car-dependent developments should be discouraged in order to achieve a minimum level of density and cost efficiency to support basic urban infrastructure such as direct pedestrian access to transit, public sidewalks, and paths to business entrances. Transit and bicycle access is advisable. Transportation networks should be designed in such a way so as to provide as much local access while discouraging external traffic and through traffic.

The introduction of commercial and office uses should be discouraged except when along select corridors and should be consistent with any neighborhood-specific plans. Institutional uses should support the residents of the Low Intensity neighborhood rather than a regional attractor that will introduce external traffic.

## Preferred Future Land Use Table

### Land Use Category: Low Intensity

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	D
Residential 3-4 Unit	D
Residential 5-11 Unit	A
Residential 12 Unit + / Senior	A
Neighborhood Commercial	A
Community Commercial	U
Mixed-Use: Commercial/Office/Residential	A
Mixed-Use: Commercial/Industrial	U
Office/Employment Centers	U
Civic and Institutional	A
Parks, Open Space & Recreational	D
Limited Industrial	U
Intensive Industrial	U

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



## ***Future Land Use Category: Medium Intensity***

The neighborhoods in Racine designated as Medium Intensity future land use consist mainly of existing two-unit and multi-unit housing on 40-50 foot wide lots approximately 8-25 dwelling units per acre. Other uses are generally small to medium format retail or local institutions and public facilities.



### **Desirable Uses**

Residential multi-unit and neighborhood-oriented commercial uses are desirable along with mixed-use developments inclusive of residential units in the Medium Intensity neighborhood Land Use Category. These uses should generally support the local neighborhood or provide broader community amenities without disrupting the local neighborhood.

### **Allowable Uses**

Single and two unit residential dwellings and parks and open space are allowable in Medium Intensity neighborhoods such that they do not disrupt traditional neighborhood development. Community

commercial and office/employment centers are allowable but should make effective use of existing transportation corridors and prevent adverse congesting impacts on residential streets. Civic and institutional uses are allowable but may not be desirable in all Medium Intensity locations based on intensity of use, time of operation, and local character.

Accessory dwelling units (ADU) are allowable in the Medium Intensity category and may be accommodated in certain zoning districts.

## Character

The Medium Intensity Future Land Use Category should provide a diverse mix of housing options and neighborhood amenities at a density appropriate to support neighborhood-oriented commercial uses, high levels of walkability, public transit access, and make full use of utility infrastructure.

The introduction of vast, open spaces such as parking lots, building setbacks, or landscapes that do not provide high levels of recreational and public amenities should be discouraged to maintain neighborhood character and a high level of value to local residents and community members.

Commercial uses that require large numbers of parking spaces and have generally much larger lot sizes or lot widths than surrounding lots should be allowed only along major arterial corridors and designed with comprehensive pedestrian infrastructure and multi-modal facilities. Use of multiple entries, facade articulation, active facades, ground-level glazing, and other street-level design features should be employed to enhance the local pattern of neighborhood character.

## Preferred Future Land Use Table

### Land Use Category: Medium Intensity

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	A
Residential 3-4 Unit	D
Residential 5-11 Unit	D
Residential 12 Unit + / Senior	D
Neighborhood Commercial	D
Community Commercial	A
Mixed-Use: Commercial/Office/Residential	D
Mixed-Use: Commercial/Industrial	U
Office/Employment Centers	A
Civic and Institutional	A
Parks, Open Space & Recreational	A
Limited Industrial	U
Intensive Industrial	U

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



## ***Future Land Use Category: High Intensity***

The neighborhoods designated as High Intensity future land use consist of a mix of uses between Medium Intensity neighborhoods and the Downtown or Industrial districts of the City. These transitional areas may contain historical residences adjacent to large-format commercial and business parks or institutions.



### **Desirable Uses**

Transitional uses that can simultaneously connect and buffer residential areas to industrial, business park, or large-scale institutional uses are desirable in the High Intensity category. These uses include 5-11 and 12+ unit residential structures, all types of commercial uses, mixed-uses including residential and offices, and employment centers are all desirable in High Intensity areas. These uses should be adaptable to change and generally accommodate a high level of activity and use along the public way and streets.

### **Allowable Uses**

Development in the High Intensity category should generally provide a high level of economic value on a given property. Lower density multi-unit housing is allowable as infill development in High Intensity neighborhoods where it provides an appropriate transition to similar or lower density housing, but single and duplex housing is undesirable. Mixed-use commercial/industrial uses are allowable where the industrial use provides a high level of synergy with surrounding commercial uses or is very small-scale or “boutique” manufacturing. Civic, institutional, and parks and open space uses are allowable such that they serve surrounding commercial, residential, or employment centers.

## Character

The character of High Intensity neighborhoods is highly subject to the local mix of uses. They should always be highly “urban” in character and avoid large-scale landscape buffers and setbacks that disrupt the street and block pattern or continuity of urban form along streets. Uses should generally facilitate a “livable” urban environment but allow for an amount of noise and activity that is generally not allowable in lower intensity neighborhoods.

## Preferred Future Land Use Table

### Land Use Category: High Intensity

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	U
Residential 3-4 Unit	A
Residential 5-11 Unit	D
Residential 12 Unit + / Senior	D
Neighborhood Commercial	D
Community Commercial	D
Mixed-Use: Commercial/Office/Residential	D
Mixed-Use: Commercial/Industrial	A
Office/Employment Centers	D
Civic and Institutional	A
Parks, Open Space & Recreational	A
Limited Industrial	A
Intensive Industrial	U

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



## ***Future Land Use Category: Downtown***

The previous Land Use Plan for the City of Racine designated most of the Downtown area as Mixed-Use Urban Reserve Area to provide the City with greater flexibility in reviewing and approving development proposals with respect to recommendations contained in detailed City plans for the area.



The new “Downtown” future land use category builds upon past plans and the previous Land Use Plan’s Mixed-Use Urban Reserve Area while adding specificity as to the desired future uses for the district.

In addition, the Downtown Plan for the City of Racine was completed in 2005 and includes a Land Use Framework driving the vision for how the downtown has developed over the past 15+ years. The more recent Downtown Pedestrians Plaza and Parking Plan builds on this framework. More information on the City’s Downtown Plan can be found at: [CityofRacine.org](http://CityofRacine.org)

### **Desirable Uses**

The Downtown is intended to provide a high level of economic activity and public amenity through the proximity and density of commercial, office, and residential uses. Mixed-uses should be encouraged where possible to achieve active-ground level retail or commercial activity or other highly active uses.

Open spaces should be public, accessible, and inclusive of all community members. Large scale developments supportive of regional tourism, shopping, and recreation are highly desirable in the Downtown. Single-use residential structures should be multi-unit whenever possible and fit into the overall context of the downtown by making use of public circulation infrastructure and local urban

services.

### Allowable Uses

Five to eleven-unit dwellings are allowable in the Downtown away from highly active corridors or along the edge of the downtown nearby high, medium, or low intensity neighborhoods. Industrial uses may be allowable when in combination with commercial uses and when they provide additional value to surrounding development such as boutique, high tech, or micro-manufacturing. Civic, institutional, and parks and open space uses are allowable in the downtown such that they provide services or amenities to the greater community and benefit from a centralized location that fits well with other highly active uses in the downtown.

### Character

The downtown should be developed in such a way that a variety of forms, uses, and intensities may be accommodated and support an active and vibrant street life. Development should occur to facilitate the development of fully functional mixed-use neighborhoods that are allowed to develop a distinctive character within certain districts and corridors.

## Preferred Future Land Use Table

### Land Use Category: Downtown

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	U
Residential 3-4 Unit	U
Residential 5-11 Unit	A
Residential 12 Unit + / Senior	D
Neighborhood Commercial	A
Community Commercial	D
Mixed-Use: Commercial/Office/Residential	D
Mixed-Use: Commercial/Industrial	A
Office/Employment Centers	D
Civic and Institutional	A
Parks, Open Space & Recreational	A
Limited Industrial	U
Intensive Industrial	U

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



## ***Future Land Use Category: Industrial***

The Industrial Land Use Category accommodates a variety of large-format manufacturing, industrial, and transportation uses otherwise incompatible with other uses within the city. Several are vacant and in need of redevelopment at the time of writing this Plan.



Most industrial districts in the city are screened from surrounding non-industrial uses and have close proximity to major highway and rail corridors for the transportation of goods and large numbers of employees..

### **Desirable Uses**

Limited industrial uses are desirable in the industrial land use category. The future land use plan seeks to balance the need to accommodate industrial uses with the importance of minimizing negative impacts on surrounding uses. Given the lack of available land in the city, most industrial uses should maintain an adequate level of compatibility and livability so as

to integrate into the urban environment rather than be set apart from it. Industrial uses which benefit from mixed-use with commercial operations are also desirable to support employee populations and to provide a high level of synergy between compatible uses.

### **Allowable Uses**

Office and employment centers such as business parks are allowable in industrial areas and should take into consideration the current and potential future industrial intensity of surrounding uses to ensure a compatible experience with non-industrial office workers and service professionals. Large

format civic and institutional uses that require large amounts of land and would be most adequately served in industrial areas rather than other areas of the city lacking adequate facilities are allowable in the industrial category.

Intensive industrial uses are allowable but should consider all impacts on surrounding uses and any impacts to future development potential caused by the level of intensity of the industrial use. Screening, buffering, and securitization should be deployed to protect surrounding uses wherever possible. Mineral extraction may also be allowable under circumstances where they do not negatively contribute to the future sustainability, resiliency, and environmental quality goals of this Plan.

## Preferred Future Land Use Table

### Land Use Category: Industrial

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	U
Residential 3-4 Unit	U
Residential 5-11 Unit	U
Residential 12 Unit + / Senior	U
Neighborhood Commercial	U
Community Commercial	U
Mixed-Use: Commercial/Office/Residential	U
Mixed-Use: Commercial/Industrial	D
Office/Employment Centers	A
Civic and Institutional	A
Parks, Open Space & Recreational	U
Limited Industrial	D
Intensive Industrial	A

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.

## Future Land Use Category: Open Space

The Open Space category includes large areas of parks, environmental corridors, natural resource areas, or recreational and water-oriented amenities throughout the city. These areas are intended to remain undeveloped except for a limited number of ancillary structures used to serve open space and environmental purposes.



### Desirable Uses

In general, development is not intended to occur other than that which supports recreational purposes such as shelters and accessory structures to support the parks and recreation system.

### Allowable Uses

Civic and Institutional uses are allowable in the Open Space category which make effective use of the open space, encourage gathering and outdoor recreation, serve an environmental purpose, or otherwise provide public amenity which adds value to the park and open space system without detracting from the available recreational opportunities and environmental quality of its surroundings.

## Preferred Future Land Use Table

### Land Use Category: Open Space

#### Future Land Uses:

Existing Uses	A
Residential 1-2 Unit	U
Residential 3-4 Unit	U
Residential 5-11 Unit	U
Residential 12 Unit + / Senior	U
Neighborhood Commercial	U
Community Commercial	U
Mixed-Use: Commercial/Office/Residential	U
Mixed-Use: Commercial/Industrial	U
Office/Employment Centers	U
Civic and Institutional	A
Parks, Open Space & Recreational	D
Limited Industrial	U
Intensive Industrial	U

#### D = Desirable

These uses should be encouraged and support the desired character of the area.

#### A = Allowable

These uses are appropriate for the area, but may require additional consideration to fit the vision.

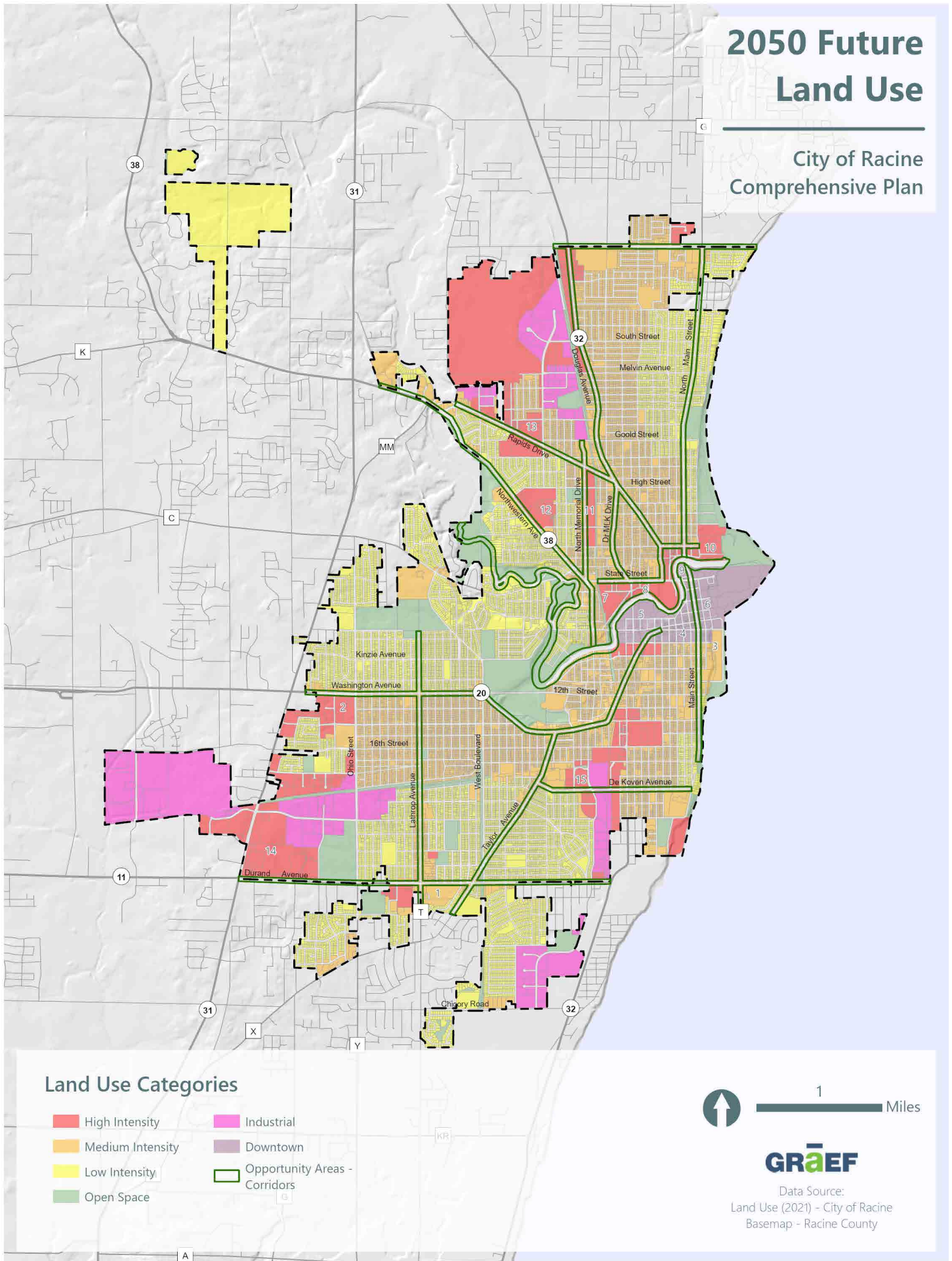
#### U = Undesirable

Generally, these uses should not be encouraged, but may still be acceptable under special circumstances.



# 2050 Future Land Use

City of Racine  
Comprehensive Plan



## ***Water Street Redevelopment***

The fresh coast of Lake Michigan is increasingly in global demand, and so are its waterways. The Water Street area of Racine, located on the Root River, is a prime redevelopment site along this fresh coast. The Water Street Area, owned by the City of Racine, offers developers, investors, and future occupants a chance to capture this demand - a chance to catalyze a new riverfront neighborhood in Lake Michigan's economic, environmental, and social sweet spot.

Near the downtown, the City of Racine is creating the foundation for the new Water Street neighborhood after years of planning. This dynamic site includes:



- **A location along the Root River with 3500+ linear feet of river views**
- **Ready-to-build parcels on 27.5 acres of cleared land, plus additional infill sites, with multiple options for diverse, integrated uses.**
- **Walkable connection to civic assets like City Hall**
- **Convenient dining and entertainment in the Sixth Street and Main Street historic districts.**
- **Downtown amenities just a short walk away**
- **Adjacent to State Highway 32: a connector to Chicago-land and a Lake Michigan Circle Tour route.**

### **Make a Sustainable Urban Neighborhood**

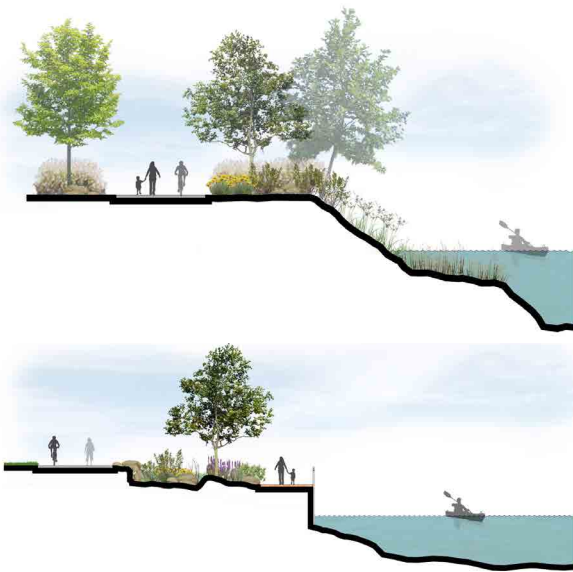
The City aims for new development that catalyzes a sustainable urban neighborhood with expanded economic opportunity, restoration of natural features, and reflects the social vitality and diversity of downtown. Close to nature, the waterfront, and all the amenities of the city, the neighborhood should be a place where daily needs don't require a car. The city envisions a mixed-use concept with a variety of residential and commercial spaces, park land, and green spaces along an active waterfront.

3500+ linear feet of shoreline borders redevelopment area. The community will have access to this stretch of riverfront, revitalized as a linear park providing fresh air and beautiful views of the river. A network

of trails and parks will link the river to art and culture on Sixth Street and downtown with greenspace and strong bike and pedestrian connections.

## On the River, On the Rise

The framework for the Water street neighborhood allows different approaches for neighborhood development. All approaches follow the same infrastructure plan. They also anticipate substantial variety in the types of buildings and parking systems adopted by developers. The site design can vary in how building types are located, how parking is accommodated, and the size and character of public places. The framework provides guidelines for the development outcomes that can occur as change happens on site.

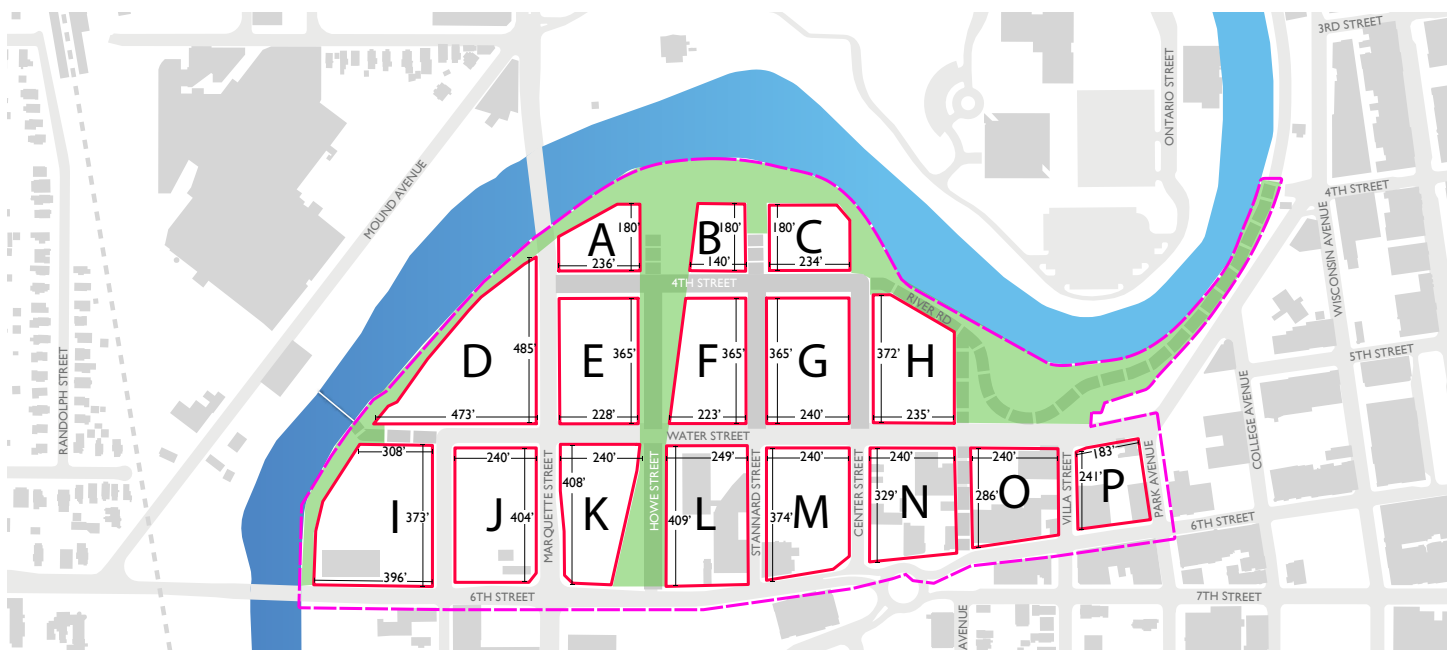


△ Open parkland along the riverfront connecting land and water through a public Riverwalk.

The plan for development in the new Water Street neighborhood allows the City of Racine to:

- Monetize the site for community-wide economic benefits.
- Reinvigorate the natural environment of the Root River watershed.
- Seek social equity by creating an accessible riverfront neighborhood for all to use.
- Create a major public destination linking the shoreline amenities to Water Street and Sixth Street.
- Integrate the new neighborhood with the Sixth Street district, arts, entertainment, and other amenities.
- Link the Root River to Sixth Street such that persons on Sixth Street see, use, and remember connections to the shoreline.
- Create environmental biodiversity, inclusive of areas that can be used for managing water quality and restoring natural water systems, with a neighborhood park close to every home.
- Create experiential diversity with quiet intimate places as well as higher levels of social activity to gather with friends, enjoy a summer performance, splash in a fountain or play by the water.

▽ Water Street Redevelopment Public Places and Blocks concept







# LAND USE GOALS AND ACTIONS



The 2050 Comprehensive Plan will support the City's goal of overhauling the current land use and zoning ordinances. This will be necessary to achieve the recommendations across this plan. An updated land use plan and the actions below aim to simplify development rules and allow for transformative changes to the City's physical environment. These changes could include supporting "missing-middle housing", attracting developers, preserving neighborhood character, encouraging prospective small business owners, or protecting natural areas.

The 2050 Comprehensive Plan includes the following Land Use goals:

## 1. CHARACTER AND LIVABILITY

Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.

## 2. EFFICIENT AND SUSTAINABLE LAND USE

Encourage development patterns that promote efficient and sustainable use of land, that can be readily linked by transportation systems, and that utilize existing public utilities and services.

## 3. DEVELOPMENT AND REDEVELOPMENT

Promote infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future market demand for new development.

The Land Use Chapter also includes the Future Land Use Map for the City of Racine (Page 74).

## GOAL 1: CHARACTER AND LIVABILITY

Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods.

### Background

Over time, development in urban and suburban areas may lead to several changes to the character of a place. These changes bring necessary resources including housing, job opportunities, and amenities to communities. However, development in urban and suburban areas may also lead to the depletion of natural resources, sprawl, shifting cultural and architectural character, and unintended negative impacts on surrounding development. Effective land use planning recognizes the existing natural and cultural resources within the city and balances their preservation with the development of new land uses as the city evolves.

Technology and construction trends often cause new buildings to look different than existing areas, especially historic districts, due to new materials or cost effective building techniques. However, these changes in construction are able to make buildings and housing more affordable, more resilient to the elements and natural disasters, and more energy and water efficient. In order to preserve the historical character of an area while still taking advantage of new advances in construction technology, development guidelines can help steer new construction to fit in appropriately with the surrounding community. Building taller rather than wider buildings helps to preserve the environment and green spaces around buildings, building appealing streetscapes and pedestrian amenities in new developments that celebrate the local character helps to enhance what already exists, and preserving some existing buildings for adaptive reuse rather than tearing down to build new helps to preserve local history and eliminate blight from vacant structures.

Balancing the preservation of history and the environment with the development of a livable and thriving community will ensure Racine's long term viability and sustainability.

*“So, when do we get to update and beautify our community centers? It's like they are tearing them down to replace them with nothing. Have less of that and more beautiful Community Centers”*

*“Lack of lakefront restaurants for a City on the Lake is a big negative”*



### ***Action 1: Preservation***

Encourage the preservation of natural resources outside the environmental corridor network.

### ***Action 2: Aesthetics***

Review and strengthen architectural standards for zoning regulations.

### ***Action 3: Neighborhood Character***

Ensure development regulations for different character areas are reflected in zoning regulations.

### ***Action 4: Mobility***

Promote compact, walkable neighborhood designs where daily needs are within walking distance.

### ***Action 5: Blighting Influences***

Seek to eliminate substandard and obsolete buildings, blighting influences, and environmental deficiencies which detract from the aesthetic appearance and economic welfare of the City of Racine and its neighborhoods.

### ***Action 6: Economic Vitality***

Maintain and enhance the economic vitality of the City by encouraging a diversified tax base of commercial, industrial, and residential uses.

### ***Action 7: Access to Water Amenities***

Develop and maintain a balance between the built environment and the protection of, and public access to, Lake Michigan and rivers in the City.



## **GOAL 2: EFFICIENT AND SUSTAINABLE LAND USE**

Encourage development patterns that promote efficient and sustainable use of land, that can be readily linked by transportation systems, and that utilize existing public utilities and services.

### **Background**

The City of Racine continues to be committed to fostering a mix of compatible and sustainable land uses within neighborhoods and districts within the city. This Comprehensive Plan encourages a variety of mixed-use designations for much of the city's future land use. Expanding the possibilities for development on land in a way that remains consistent with neighborhood plans can enhance the economic viability of places such that they can adapt to changes in market forces and accommodate new uses as needed.

Although mixed-use development is primarily concerned with the introduction of new residential units into or adjacent to commercial, office, civic, and institutional buildings, there are also benefits to non-residential mixed-uses. This can reduce the amount of land needed to accommodate a variety of uses, thereby reducing the utility and infrastructure burden on taxpayers by reducing the need to expand roadways and utilities before making efficient use of existing infrastructure.

### **Community Voices**

The previous Comprehensive Plan for Racine demonstrated strong community preferences for mixed-use development in Racine that increases the amount of affordable housing and access to public transportation and active transportation amenities. The actions in this section build upon these goals and emphasize the role that land use planning has on creating sustainable communities with compatible

land uses that support a variety of lifestyles and economic backgrounds while preserving and enhancing the quality of the environment.

*“Often times feel frustrated living in West Racine. We have no grocery stores within 5 minutes.”*

Community engagement for this Comprehensive Plan demonstrated that 67% of residents in zip code 53403 (Southeast Racine) want more grocery stores, versus 56% on average for the City as a whole.

### **Action 1: Zoning Ordinance**

Initiate a process to rehaul the existing zoning map and zoning code to reflect the vision set forth in this 2050 Land Use Plan.

### **Action 2: Mixed-Use Development**

Support mixed-used development to encourage efficient use of land and infrastructure.

### **Action 3: Provision of Public Services**

Coordinate a spatial distribution of the various land uses which is properly related to the existing and planned transportation, utility, and community facility systems in order to assure the economical provision of public services.



### ***Action 4: Natural Areas***

Preserve the remaining natural areas in the City of Racine to avoid serious environmental and developmental problems and, to the extent practicable, provide access to these areas to provide opportunities for recreational and educational activities.

### ***Action 5: Waste Water Disposal***

Support the development of land use patterns and water quality control programs to effectively meet the wastewater disposal needs of the City.





# GOAL 3: DEVELOPMENT AND REDEVELOPMENT

Promote infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future market demand for new development.

## Background

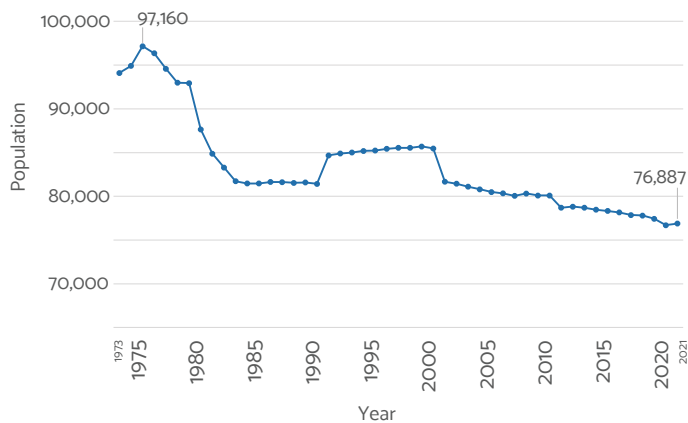
The City of Racine has consistently lost population over the past 45 years from a height of nearly 100,000 residents to its current population of 76,887 as of 2021; the rate of decline is slowing and expected to rebound slightly in the future. However, this does not paint the entire picture of how Racine is changing. The number of households in Racine has been growing and is projected to continue to grow in the coming decades. Due to this, Racine will need an increased number of livable housing units that are appropriately sized for the smaller households living in the City while also maintaining the housing stock for families and larger households to make it possible for families to live and work in Racine.

Since the majority of land in Racine is built out, most of the demand for new housing units is expected to be met through “infill development” and “redevelopment” rather than new development. Infill development is the construction of smaller developments in varied locations in already built up communities. These developments typically occur in empty lots adjacent to existing housing. Redevelopment of housing is the construction of new housing and neighborhood amenities on existing or underutilized land uses such as parking lots, previously industrial or manufacturing warehouses, or unoccupied and derelict housing.

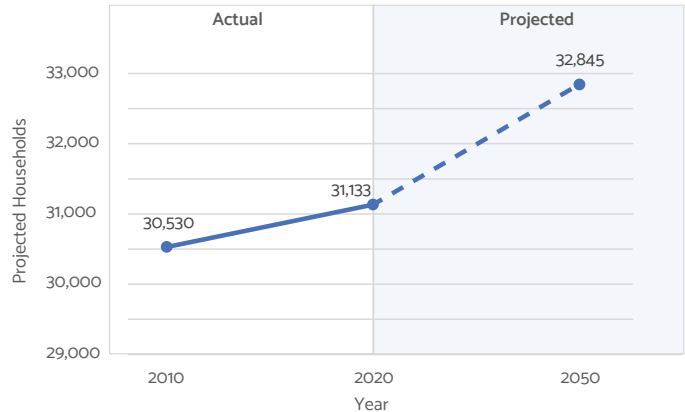
Infill development and redevelopment both pose unique challenges to the construction of new housing units compared to new construction on “greenfield” vacant land. Regulatory hurdles, environmental reviews, impacts on their surroundings, and more complex financing are all elements that must be considered when pursuing new housing in Racine.

However, in order to reduce sprawl and increase the social, economic, and environmental sustainability in Racine, pathways to development and redevelopment must be created.

City of Racine Population Change



City of Racine Household Projections



*“Would love to see more mixed use developed downtown.”*

*“...More people living downtown will support a grocery store, and more businesses will follow.”*

### **Action 5: Brownfield and Greyfield Development**

Continue to explore funding opportunities which assess, inventory, and clean up contaminated sites in the City.

### **Action 1: Development Standards**

Ensure development regulations for reuse of existing sites are sensitive to historic and cultural features, as well as compatible with existing and planned development.

### **Action 2: Industrial and Commercial Sites**

Provide for the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location.

### **Action 3: Urban Infill and Re-Development**

Encourage urban infill development and urban redevelopment. This includes the intensification of development in existing urban areas, if appropriate, to maximize the use of existing infrastructure.

### **Action 4: Green Buildings**

Promote green building and green infrastructure components.





# ***CHAPTER 6: HOUSING***





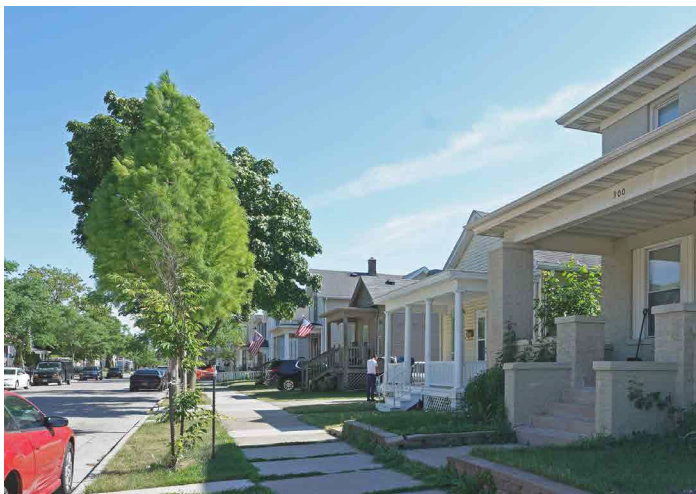






# CHAPTER 6: HOUSING

Housing is a complex issue that involves federal, state, local units and agencies of government, and private sector interests in satisfying the long-term housing needs of the City of Racine. Issues include: choices in location, types, and affordability for people of all ages; land use patterns and the transportation system; economic development and employment accessibility; the provision of infrastructure; schools; and other community facilities and services. In addition, housing is a significant component of neighborhoods that reflect community identity, history, culture, civic pride, quality of life, diversity, and sustainability. Finally, the housing stock should support a diverse workforce for the attraction and retention of businesses.



The 2050 Comprehensive Plan includes the following Housing goals:

## 1. HOUSING STOCK

Provide opportunities for an adequate housing supply that will meet the needs of all residents and result in a broad range of choice among housing designs, sizes, types, and costs, recognizing the changing trends in age-group composition, income, and household types.

## 2. LAND USE AND TRANSPORTATION

Ensure that housing plans and development are appropriate for the future land use and transportation plans.

## 3. HOME OWNERSHIP

Increase home ownership rates

## 4. NEIGHBORHOOD CHARACTER AND IDENTITY

Promote the development of neighborhood identity, including the promotion of responsible property ownership.

## 5. FAIR HOUSING, EQUITY, AND AFFORDABILITY

Promote the coordination between zoning and fair housing which supports the inclusion and equity of fair housing protected classes.



## GOAL 1: HOUSING STOCK

Provide opportunities for an adequate housing supply that will meet the needs of all residents and result in a broad range of choice among housing designs, sizes, types, and costs, recognizing the changing trends in age-group composition, income, and household types.

### Background

#### **“Family”, Missing Middle Housing, and Inclusivity:**

This plan recognizes the importance of providing new and existing residents with diverse housing options. It also recognizes that there is a need for more inclusive housing practices. One way that the City is looking to promote housing inclusivity is by increasing “missing middle housing”. The Congress for New Urbanism describes missing middle housing as a “range of multi-unit or clustered housing types compatible in scale with single-family homes that help meet the growing demand for walkable urban living”.

Middle housing is in between single-unit, detached homes and large, mid-rise multi-unit apartment buildings. Housing options like duplexes and fourplexes. Providing middle housing can allow residents to scale down (i.e. retirees looking to scale down) or scale up (i.e. growing, young families) while still being able to stay in the same community and stick within their budget. They can maintain mixed-income neighborhoods. Having a diversity in income allows lower-income residents with better social mobility outcomes while keeping the cost of living stable for all residents.

### **What is an accessory dwelling unit?**

An accessory dwelling unit (ADU) is a second housing unit on a single-unit residential lot. They are also known as “granny flats”, “in-law units”, “second dwelling units” and “coach houses”. Accessory dwelling units are becoming a popular way to gradually add density and more affordable housing to a community.

ADUs can be built to standards that maintain the visual aesthetics of a neighborhood. Additionally, they are often built in the back of a property and not visible from the street block. Strategies like these allow communities to add density in a gradual and patient pace.

Unlike large-scale housing projects, ADUs are built one at a time, with the choice being left to individual property owners. ADUs solve common residential issues. These include: (1) acting as an additional source of income; (2) providing affordable housing; and (3) housing family members that are older and need at

home support. Find more information on ADUs and how different communities have used them here:

<https://www.planning.org/knowledgebase/accessorydwellings/>

Adding more dense housing can be daunting for a community. Some community members might have concerns that more dense housing will drastically change the look and feel of their neighborhoods. They might be concerned that more density will lead to more traffic or that it will lead to overcrowding.

The Comprehensive Plan addresses these concerns by recommending denser housing in specific places of the City that can support denser housing. These are places with existing utility services and places that are served by public transportation to accommodate a denser population. To see the places where the City recommends denser housing, please visit Chapter 5: Land Use.

Racine is landlocked and cannot add physical territory; and as such, the condition of housing directly impacts the assessed value of housing. This is important as assessed values directly impact the City's ability to be financially sustainable.

More diverse housing types also call for more inclusive language. The 2050 Comprehensive Plan has replaced the word "family" with the word "unit". For example, "single-unit house" replaced "single-family household". Whether it's two or more non-related adults living together or other non-traditional households, the word "family" can be exclusionary.

*First time home buyer support needs to be expanded.*

*...We need more condos and houses to appeal to young professionals who want to put down roots...*

### **Action 1: Diverse Housing**

Ensure an appropriate mix of housing types/styles at varying price points are available in all neighborhoods.

### **Action 2: Proximity to Work**

Promote the provision of housing opportunities for workers in proximity to their place of work.

### **Action 3: Maintenance**

Encourage the maintenance and rehabilitation, as appropriate, of the existing housing stock.

### **Action 4: Density**

Facilitate the provision of housing at densities that generate tax base to ensure the long term availability of sanitary sewer service, water supply, and basic urban services and facilities.





## GOAL 2: LAND USE AND TRANSPORTATION

Ensure that housing plans and development are appropriate for the future land use and transportation plans.

### Background

The U.S. Department of Transportation recognizes the importance of linking transportation and land use. This is commonly done by accommodating bike and pedestrian safety and mobility, enhancing public transportation services and improving road network connectivity. Providing residents with a variety of transportation options has many co-benefits related to equity and environmental resiliency. The City's Community Engagement Report, published in July of 2022, noted that having the ability to walk to stores and services is important for 79% of renters, 79% of Hispanic or Latino residents, and 81% of Black residents.

Cities have the opportunity to increase their environmental resiliency through reducing the total vehicle miles traveled (VMT). Vehicle miles traveled is a measure of the amount of travel for all vehicles in a geographic region over a given amount of time. Less greenhouse gases are emitted into the atmosphere by giving people the option to bike, wheel, or walk instead of driving cars with internal combustion engines. Reducing the number of cars on the road also decreases air pollution. Specific pollutants include nitrogen oxides, carbon monoxide, and particulate matter. According to the EPA, nitrogen oxides can affect the respiratory system in high concentrations, carbon monoxide affects critical organs like the heart and the brain, and particulate matter can damage lungs and get into the bloodstream.

Linking transportation and land use is crucial in improving the quality of life in a city. These improvements can be tailored to the needs of a community.

*"We need better and more options that are affordable and easy to navigate."*

*"More mass transit please! I can't spend my money locally from the job I commute to if I'm spending all my time driving..."*

### Action 1: Coordination

Promote the coordination between land use and housing development.

### Action 2: Transit-Oriented Development

Encourage denser and mixed-use housing closer to public transportation to promote transit-oriented development, prioritizing the needs of marginalized and disinvested groups.





## GOAL 3: HOME OWNERSHIP

Increase homeownership rates.



### Past Accomplishments

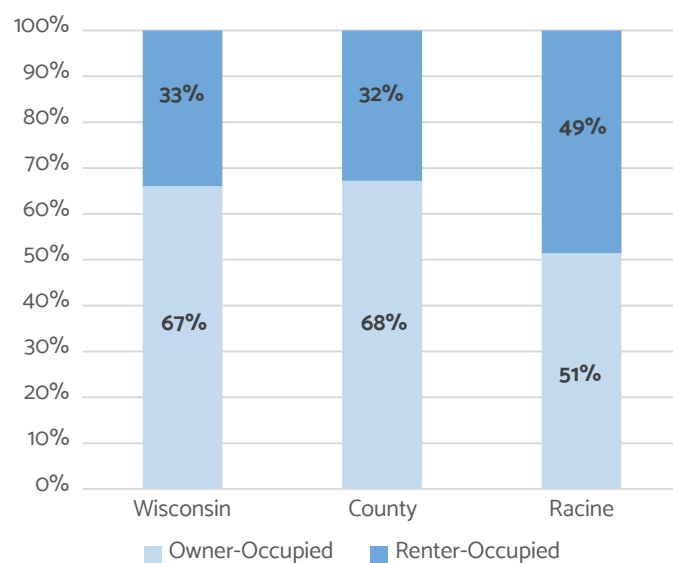
- ✓ GROW Racine opened its Financial Empowerment Center in 2020 to help residents reduce debt, increase savings, and raise credit scores. More information on the Financial Empowerment Center can be found at: [RacineFEC.org](https://RacineFEC.org)

### Background

51% of householders in Racine owned their home compared to about 68% of Racine County and the State of Wisconsin. Of the homes in Racine which were owner-occupied between 2015-2019, 20.7% had four or more bedrooms compared to over 25% for the County and State. Racine generally has slightly smaller and fewer owner-occupied units than both the rest of the County and State.

Over twice as many home-owners in Racine own their homes within a two-unit building rather than a single-unit detached home or townhome, about

### Renter/Owner-Occupied Housing



△Source: US Census American Community Survey 2019 5-Year Estimates

4.3% compared to 2% in the County and State. However, fewer residents own their homes in multi-unit buildings and condos compared to the County and State. In Racine, about the same proportion of homeowners own single-unit homes.

Opportunities for increased home ownership may occur in Racine without increased sprawl through the development of two-unit and single-unit attached homes for which strong demand has been demonstrated within the City.

### Action 1: Owner-Occupancy

Strengthen, and continue to develop, policies and programs which increase home ownership and owner-occupied housing, such as financial coaching and facilitating the development of housing models which are more likely to be owner-occupied based on market conditions.

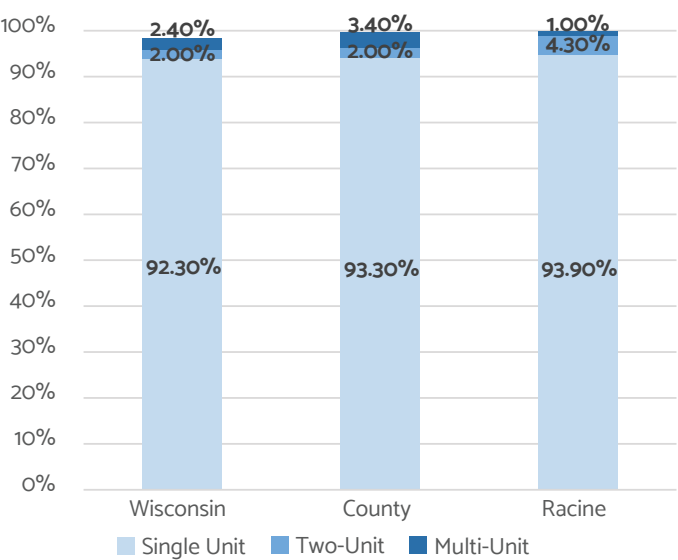
### Action 2: Equity

Support home ownership for all, especially residents from underrepresented communities through existing grant, financing, and educational programs.

### Action 3: Support

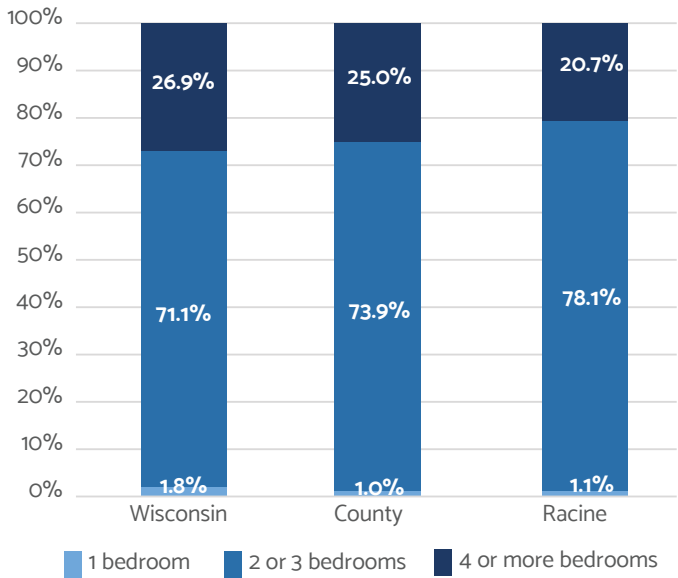
Engage residents who are looking to become homeowners, and consult real estate experts such as realtors and financiers, to better address the specific barriers faced by new homeowners.

### Building Size of Owner-Occupied Housing



△Source: US Census American Community Survey 2019 5-Year Estimates

### Unit Size of Owner-Occupied Housing



△Source: US Census American Community Survey 2019 5-Year Estimates



## GOAL 4: NEIGHBORHOOD CHARACTER AND IDENTITY

Promote the development of neighborhood identity, including the promotion of responsible property ownership.

### Background

Neighborhoods are the basic building blocks of a community. Neighborhoods with a strong sense of identity often have visual markers that celebrate the culture and traditions that make those neighborhoods unique. These include public art pieces, marking historical sites, and signs displaying the name of the neighborhood.

The more that residents feel a sense of connection and ownership of their neighborhood, the more likely they are to take on the personal responsibility of improving it. According to the National Institute of Justice, crime studies often use the concept of a neighborhood to help understand why crime occurs in one area but not another.

As part of the outreach for the 2022 Community Engagement Report for the Comprehensive Plan, residents completed a neighborhood naming activity. They drew a boundary around the area that they considered to be their neighborhood and gave the area a name. For example, one resident named the

Chavez Center Area “Summerset Lane” and defined it as the area enclosed inside Anthony Lane, Romaine Avenue, Mt. Pleasant Street, and Melvin Avenue.



*Young professionals want well lit, safe and diverse neighborhoods. Racine is full of these beautiful neighborhoods.*



### Action 1: Character

Provide housing that maintains and enhances the character of the City and its neighborhoods.

### Action 2: Placemaking

Provide connected sidewalks, landscaping patterns, banners, neighborhoods graphics, and lighting as elements that reflect the identity of residents and enhance civic pride.

## GOAL 5: FAIR HOUSING, EQUITY, AND AFFORDABILITY

Promote the coordination between zoning and fair housing to support the inclusion and equity of fair housing protected classes.

### Background

Housing costs are traditionally considered affordable if they do not meet or exceed 30% of household income. According to the US Census Bureau's American Community Survey five-year estimates from 2015-2019, housing costs varied between \$300-\$1,999 for most owned homes in Racine and \$500-\$1,499 for most rentals. The median owner-occupied home costed homeowners \$956/month, and the median renter-occupied home costed renter households \$831/month. Annually, a household income of \$38,240 or more was needed to afford the monthly home ownership costs for the median owner-occupied home in Racine in 2019. The median household income for owner-occupied units in Racine was \$62,414 in 2019, well above the income needed to afford the median monthly home costs.

However, while the median renter-occupied monthly housing cost was \$831/month, the median household income of renter-occupied households was only \$27,975. This is well below the \$33,240 annual household income needed to afford the median rental unit's housing costs. From 2015-2019, approximately 52.6% of renter-occupied households in Racine spent 30% or more of their income towards housing costs. This is compared to just 21.5% of households living in owner-occupied units that paid 30% or more of their income towards housing costs.

Across Racine County, 47% of renters are housing cost burdened. Across Wisconsin, 41.3% are housing cost burdened. While housing cost burden is more prevalent in Racine than elsewhere in Wisconsin, it is also not a problem unique to Racine.

### Action 1: Equity

Encourage all housing affirms the City of Racine, State of Wisconsin, and Federal Fair Housing Act, ensuring the protection and equitable treatment of fair housing protected classes from discrimination.

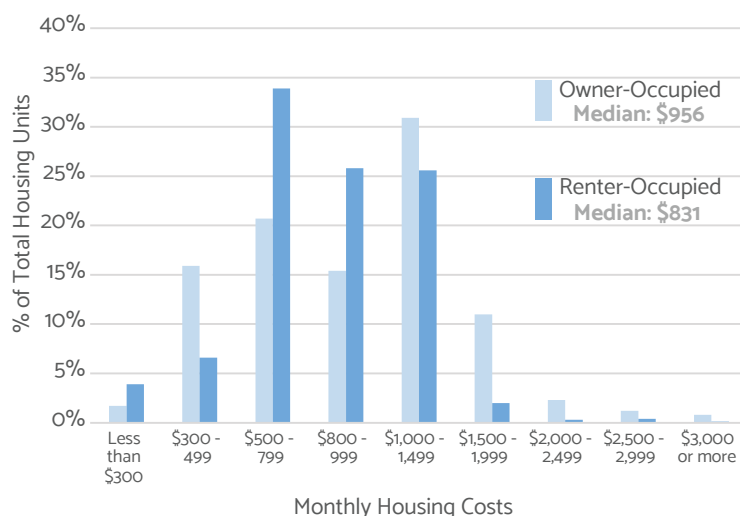
### Action 2: Accommodation

Facilitate the provision of housing opportunities to accommodate lower income households and disabled persons.

### Action 3: Affordable Housing

Ensure the inclusion of affordable housing in multi-unit developments leads to quality housing.

### Monthly Housing Costs for Owners and Renters (per housing unit)



△Source: US Census American Community Survey 2019 5-Year Estimates





***CHAPTER 7: ECONOMIC DEVELOPMENT***



DEVELOPMENT







# CHAPTER 7: ECONOMIC DEVELOPMENT



Economic development means fostering a suitable business and social environment that supports increasing wealth, quality of life, and the future outlook for all in the community. Economic development activities involve sustaining a strong and diverse economy that provides employment, attracts a talented workforce, and generates a tax base supports public services and amenities for a livable community. The City of Racine remains committed to continued economic development planning that promotes opportunity and stability for the businesses and residents of Racine.

The goals of the city's economic development are both to stabilize and retain as well as expand economic enterprises both locally and within the region. The 2050 Comprehensive Plan includes the following Economic Development goals:

## **1. REGIONAL ECONOMY**

Secure the City of Racine as an important part of the Milwaukee-Chicago corridor, including the encouragement of intercommunity planning efforts.

## **2. BUSINESS FRIENDLINESS**

Promote the City of Racine as a business-friendly community.

## **3. ENTREPRENEURSHIP**

Promote entrepreneurship and business innovation, especially among minority, women and veteran-owned businesses.

## **4. NEIGHBORHOOD IDENTITY**

Promote Racine's neighborhoods and community to attract residents and engage visitors when considering new developments and redevelopment projects.

## **5. PROMOTION**

Promote the City of Racine's assets in conjunction with community partners to attract visitors, residents, and businesses.

## **6. EMPLOYMENT**

Foster a diverse workforce and range of economic opportunities.

## GOAL 1: REGIONAL ECONOMY

Secure the City of Racine as an important part of the Milwaukee-Chicago corridor, including the encouragement of intercommunity planning efforts.



### Background

The Racine County Economic Development Plan 7.0 identifies a major challenge for the region is taking advantage of the development opportunities that exist as a result of the Chicago-Milwaukee corridor and to properly link land use with future business and industrial development county-wide. Part of this challenge involves the enhancement of eastern and western Racine County cooperation relative to jobs and housing balance and transportation to employment opportunities. Most new growth in the region is occurring outside of the City of Racine, especially larger families that are in need of more space and lack housing opportunities within the City. At the same time, residents in the City may struggle to access a range of employment opportunities outside of the City limits which limits the ability for people to reside in the City. Enhancing connectivity throughout the region through mass transit and promoting economic and natural resources within

and nearby Racine will help ensure that Racine can compete with other communities within the Chicago-Milwaukee corridor.

**Diversity and Affordability:** The City of Racine needs a range of housing, transportation, and employment opportunities to provide a resilient and competitive economy within the region. According to the US Census Bureau's 2020 American Community Survey 5-Year estimate, 41.4% of households in Racine have only 1 vehicle available. Lack of comprehensive mass transit makes it difficult for dual-income households to consistently access job opportunities. While the City of Racine and Racine County have a similar average household size of owner-occupied units (2.5 occupants), 56.2% of housing units in the City of Racine have 3 or more bedrooms compared to 64.2% of housing units in the County. At the same time, 53.3% of renters in the City of Racine are rent-burdened (spending 30% or more of income towards rent) compared to 46.4% of renters in Racine County.



This may signal that households in general are struggling to find appropriate housing in the City of Racine, even if they are working in the region.

**Industrial and Business Parks:** The City of Racine has several areas where industrial and business park uses are able to operate within City limits, including the historic S.C. Johnson Campus designed by Frank Lloyd Wright. The other industrial areas are further south of the S.C. Johnson Campus off of Highway 32, in southwest Racine off of Highway 31, and in northwest Racine West of Douglas Avenue/Highway 32. These areas boast proximity to freight corridors by the Union Pacific Railroad, airport facilities, and Interstate 94. There are no freight ports in the City of Racine, but major water freight facilities and services are provided to the City by the Port of Milwaukee.

### Community Voices

Many residents expressed difficulty navigating around the region and accessing employment opportunities.

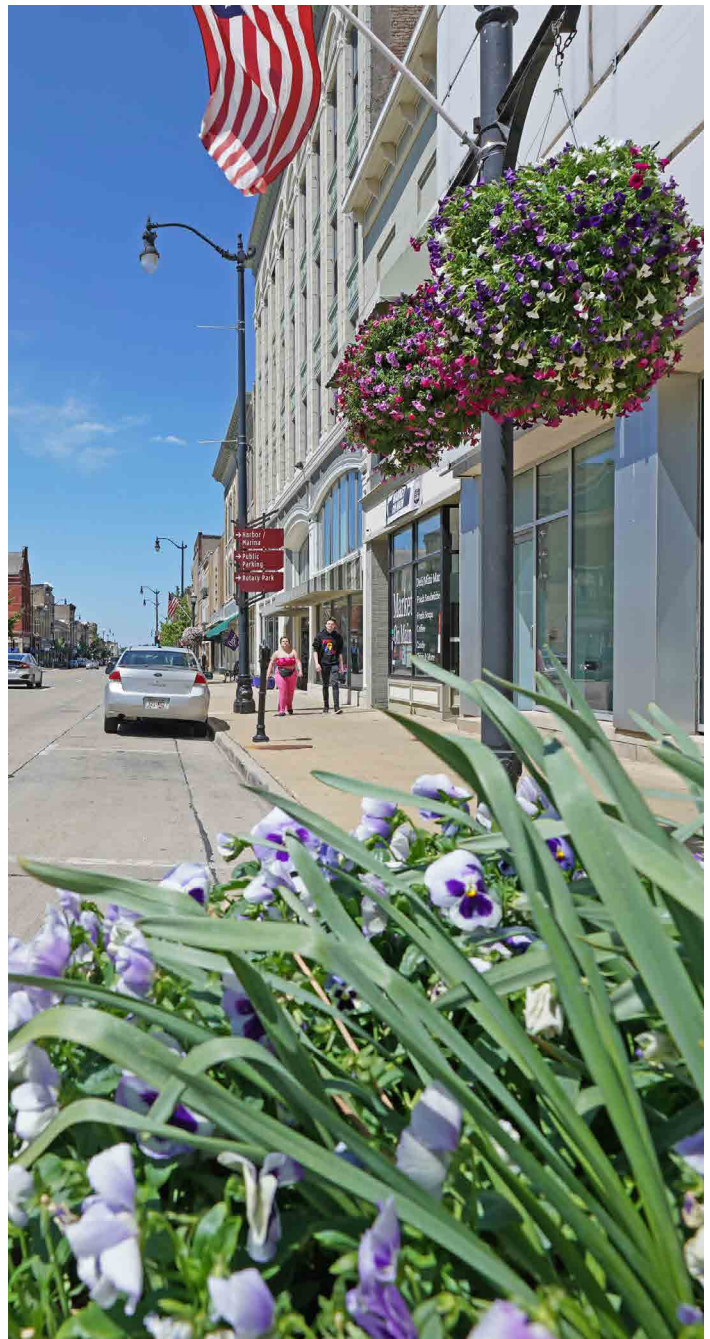
*“There are more factory-based jobs coming to Racine but getting to them is difficult; especially if you don’t have decent transportation.”*

### Action 1: Mass Transit

Promote the development of mass transit systems to meet the changing demands of work and personal responsibilities.

### Action 2: Promotion

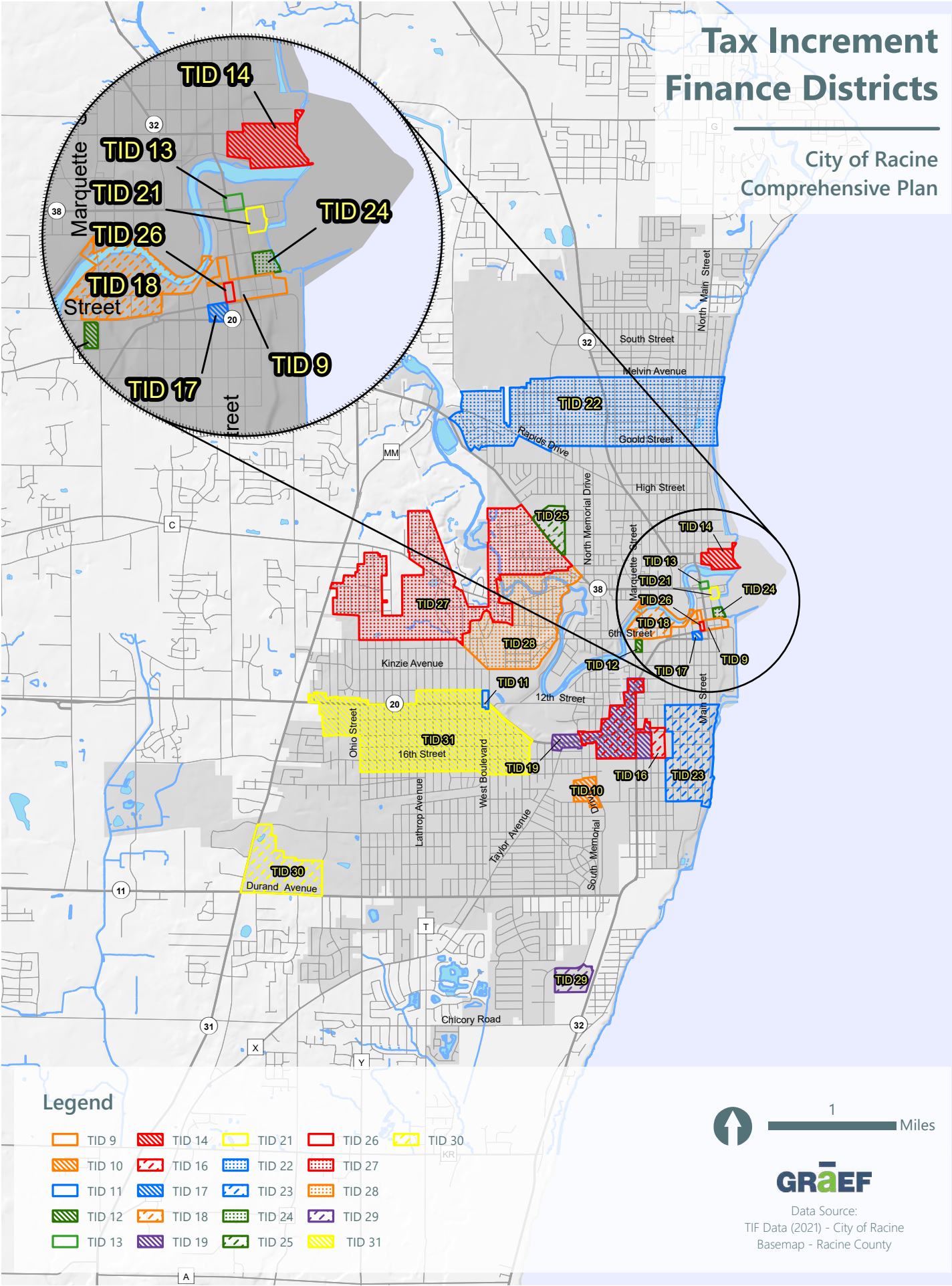
Promote the city’s unique economic resources as an asset to the regional economy by recognizing opportunities for Milwaukee and Chicago region businesses to expand into Racine.





# Tax Increment Finance Districts

City of Racine  
Comprehensive Plan



## Legend

- |        |        |        |        |        |
|--------|--------|--------|--------|--------|
| TID 9  | TID 14 | TID 21 | TID 26 | TID 30 |
| TID 10 | TID 16 | TID 22 | TID 27 |        |
| TID 11 | TID 17 | TID 23 | TID 28 |        |
| TID 12 | TID 18 | TID 24 | TID 29 |        |
| TID 13 | TID 19 | TID 25 | TID 31 |        |



1 Miles



Data Source:  
TIF Data (2021) - City of Racine  
Basemap - Racine County

## **GOAL 2: BUSINESS FRIENDLINESS**

Promote the City of Racine as a business-friendly community.

### **Background**

Being a business-friendly community means the City is committed to reducing barriers to opening and retaining businesses in the community and providing clear and open communication to current and future business operators. Opening a business, constructing a development, or otherwise operating in the city requires an oftentimes complex process of planning, zoning, permitting, and licensing. Over time, businesses and entrepreneurs have come to expect these resources to be available online, electronically. Ensuring that these resources remain current, clear, and comprehensive is an ongoing task that entails consistent maintenance and coordination.

The consequences of not providing a business-friendly environment can lead to a lack of amenities, job opportunities, cultural development, and diversity in the city. More complex processes discourage small operators from opening businesses, leading to larger and more resourced companies dominating the business landscape.

Providing customer service for economic development within the City can ensure people will have the resources necessary to navigate complex processes and promote confidence in the community as a place that fosters economic opportunity. The City of Racine can make effective use of its website to enhance transparency and consistency in economic development to help people start, expand, and operate their businesses in Racine.

### **Community Voices**

Community members expressed a desire for more sit down and family restaurants, entertainment and attractions, grocery stores, specialty shops and boutiques in Racine. Most were neutral or unsupportive of the need for more of other types of businesses and organizations in the city.

### **Action 1: Development**

Continue to provide quality customer service to assist in the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites to facilitate new economic activity.

### **Action 2: Licensing and Permitting**

Streamline and simplify the business permitting and licensing process for businesses.

### **Action 3: Fresh Foods**

Support economic initiatives to ensure residents have convenient access to fresh produce and eliminate food deserts.



## **GOAL 3: ENTREPRENEURSHIP**

Promote entrepreneurship and business innovation, especially among minority, women and veteran-owned businesses.

### **Background**

The Racine County Economic Development Plan 7.0 expresses creating an entrepreneurial culture in Racine County as a major challenge for the region. Part of this challenge involves the marketing and communication of entrepreneurship resources and services, cultivating and recruiting talent, identifying startup financing, and capacity building. Entrepreneurship requires a high level of stewardship and does not occur in a vacuum.

Several institutional, non-profit, and membership-based organizations exist in the region to promote and share resources for entrepreneurship, including:

- Small Business Development Center (SBDC) at University of Wisconsin-Parkside
- Gateway Technical College
- Wisconsin Women's Business Initiative Corporation (WWBIC)
- Racine County Economic Development Corporation (RCEDC)
- Legacy Redevelopment Corporation
- Carthage College
- Hispanic Business and Professional Association (HBPA)
- Biz Starts
- Service Corps of Retired Executives (SCORE)

### **Action 1: Coordination**

Foster and work with organizations representing disadvantaged and small businesses to grow a diverse business community.

### **Action 2: Incentives**

Identify opportunities to increase and connect people to incentives, loans, and grants available to small and disadvantaged businesses looking to locate in Racine.



## GOAL 4: NEIGHBORHOOD IDENTITY

Promote Racine's neighborhoods and community to attract residents and engage visitors when considering new developments and redevelopment projects.

### Past Accomplishments

- ✓ The Downtown BID has provided Public Service Ambassadors, sidewalk cleaning, holiday lights and wreaths, sidewalk plantings, hanging baskets, and street banners to enhance the downtown.
- ✓ The Uptown BID completed its Strategic Development Plan in 2014 to pursue the revitalization of Uptown.
- ✓ The Douglas Avenue BID provides resources for streetscaping and business support services.

### Background

Racine encompasses three Business Improvement Districts (BID) and one business association throughout the city. BIDs are established to perform duties such as marketing, event management,

improving and monitoring safety and maintaining public spaces within particular areas where the commercial and industrial property owners pay special assessments to fund these services. These organizations also offer incentives for business development such as design services, signage grants, business rental assistance programs and landscaping/lighting grant opportunities.

### Action 1: Identity

Continue to develop marketing, branding, and promotional materials in the public way that emphasize local character and enhance a sense of identity across the City.

### Action 2: Neighborhood Identity

Engage with residents in each neighborhood to identify place-based identities to facilitate the creation of neighborhood improvements and marketing that is reflective of each unique community within the City.

### Action 3: Opportunity Areas

Emphasize opportunities for placemaking in areas identified as opportunities for new large-scale developments.

### Action 4: Outdoor Recreation

Capitalize on natural and recreational tourism amenities.





## GOAL 5: PROMOTION

Promote the City of Racine's assets in conjunction with community partners to attract visitors, residents, and businesses.

### Past Accomplishments

- ✓ In 2017, the City's Redevelopment Authority launched Build Up Racine

### Background

"Build Up Racine" is an initiative by the Community Development Authority (CDA) to strengthen and promote local quality of life and economic development in Racine. The initiative promotes Racine's healthy local business climate, financial incentives and tax credits, cost of living and historic lakeside neighborhoods, and its recreational and cultural assets. The website provides a one-stop shop for business resources and business concierge services.

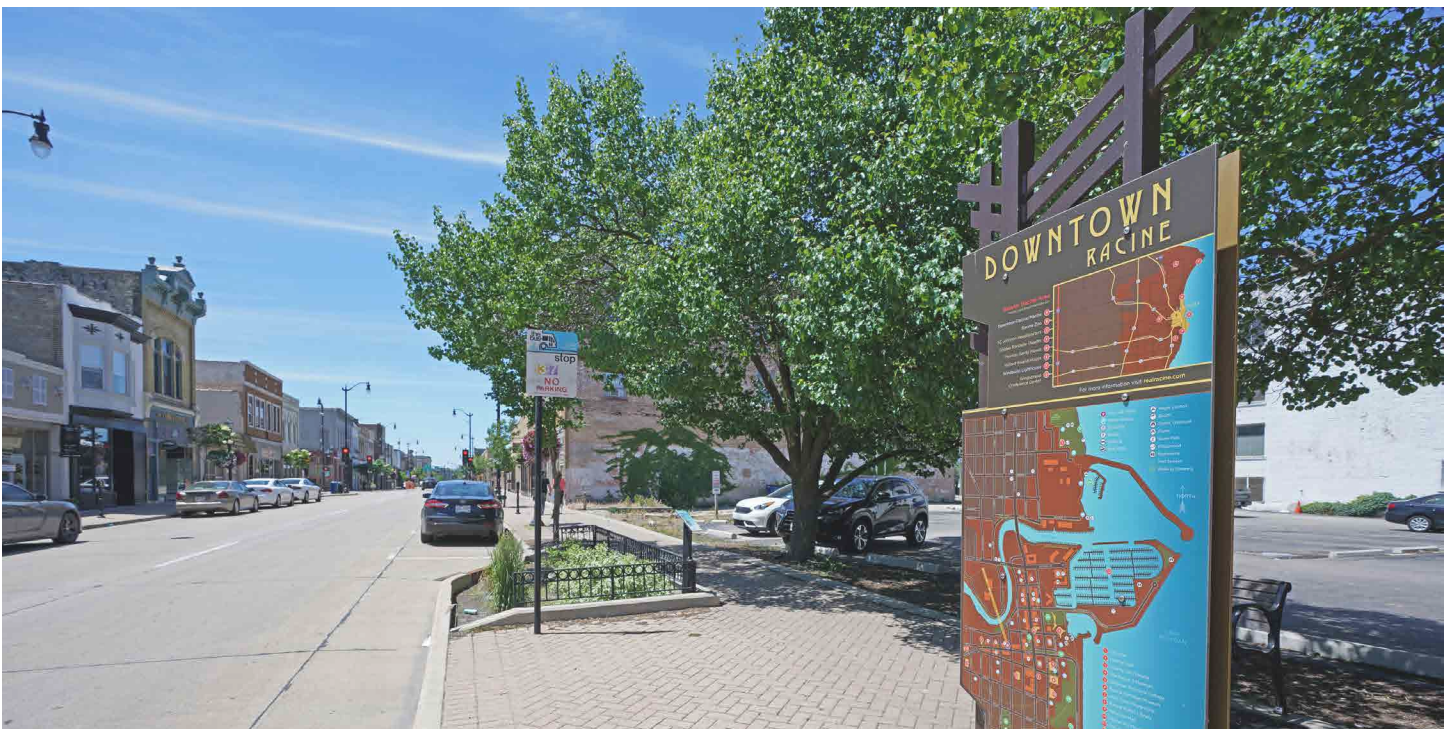
Find more information at [www.buildupracine.org](http://www.buildupracine.org)

### Action 1: Heritage

Foster tourism that promotes the natural features, cultural resources, and unique heritage of the City of Racine and builds on the neighborhood identity of different places in the City.

### Action 2: Tourist to Resident

Follow guidance from Greater Racine County initiative to encourage tourists to consider the City of Racine as a place to take up residence.



## GOAL 6: EMPLOYMENT

Foster a diverse workforce and range of economic opportunities.

### Past Accomplishments

- ✓ The City of Racine launched GROW Racine in March 2022. “Growing Residents’ Opportunities and Wealth” (GROW) is operated at the mayor’s office to provide residents access to resources to earn high school degrees, launch family-supporting jobs in the trades, become homeowners, and more.

### Background

As seen in the “Inflow/Outflow Job Counts” graphic, most working residents in Racine commute outside of the city for work (about three times as much residents that work locally). At the same time, most people who work in Racine commute in from elsewhere. Only an estimated 8,817 residents in Racine both lived and worked there from 2015-2019 on average each year. This signals an opportunity for the city to attract more of its daytime population to live within the city limits, leading them to spending and investing more within the local community. Doing so will require the city to attract appropriate housing and neighborhood planning that can appeal to a greater variety of residents. At the same time, Racine is committed to an urban and traditional neighborhood form rather than creating sprawl.

### Action 1: Opportunity

Promote a wide range of employment opportunities and resources for all residents that improve and enhance the economic vitality of the City of Racine.

### Action 2: Workforce Development

Create coalitions to ensure more truly job-ready workers, dramatically reducing the number of individuals and families trapped in the cycle of poverty.

### Action 3: Commuting

Ensure investments in transit are leveraged to attract a skilled workforce and grow the urban center’s economic base, which bolster tax revenues to sustain public services.

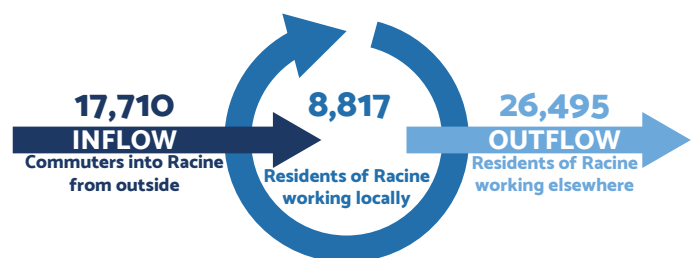
### Action 4: Livability

Promote Racine as a great place to live, work, and raise a family to a diverse and skilled workforce.

### Action 5: Employers

Encourage businesses to employ creative marketing techniques and examine current benefits to attract talent.

### Inflow/Outflow Job Counts



△Source: US Census American Community Survey 2019 5-Year Estimates





***CHAPTER 8: TRANSPORTATION***





***N & MOBILITY***

# CHAPTER 8:

# TRANSPORTATION &

# MOBILITY

Transportation includes more than just cars; it includes every way people use to get from place to place. It also includes how companies move goods, freight, and natural resources. The systems used to move people and goods cross community, county, state, and national boundaries, and they must all work together efficiently. A well planned transportation system concerns all units of government to coordinate and implement day to day operations and improvements to the system. New land uses, technologies, economic opportunities, and consumer preferences all impact how the system must change and adapt over time.

A transportation system should focus on meeting the current and future needs of the people and land uses of the region. Wisconsin Statutes require transportation elements of Comprehensive Plans to incorporate state and regional transportation plans and compare County plans to state and regional plans.

The 2050 Comprehensive Plan includes the following Transportation goals:

## 1. MULTI-MODAL TRANSPORTATION

Ensure all parts of Racine are accessible via multiple modes of safe, reliable transportation.

## 2. LAND USE AND HOUSING

Promote the coordination between land use and dense transit-oriented development that supports sustainable transportation choices.

## 3. WALKABILITY

Encourage pedestrian-friendly design and walkability across the City, especially in neighborhoods and the downtown area.

## 4. REGIONAL TRANSPORTATION

Provide regional connectivity among local multi-modal transportation systems.

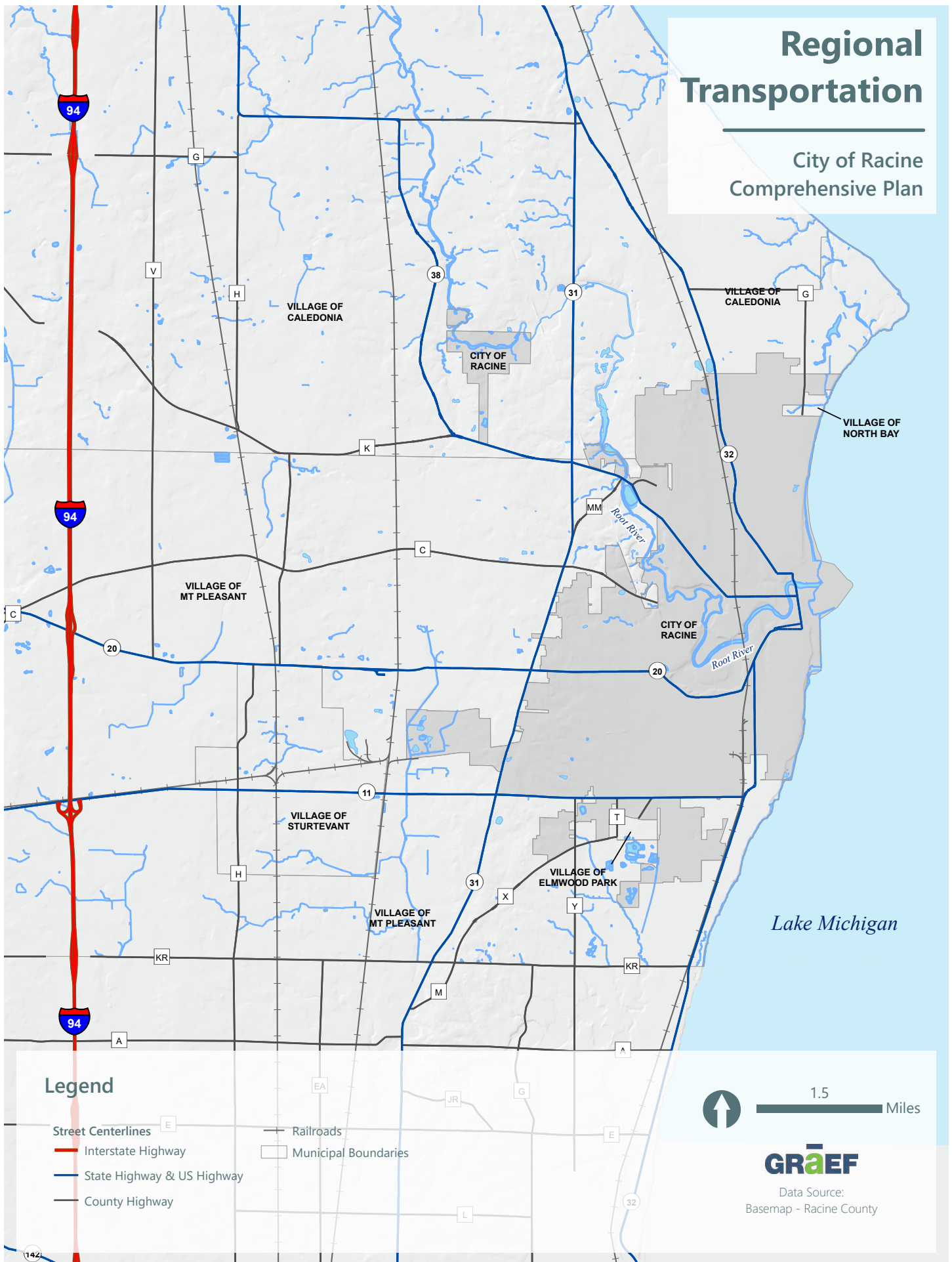


△Source: Wisconsin Bike Fed | <https://wisconsinbikefed.org/what-we-do/advocacy/milwaukee-complete-streets-for-all/>



# Regional Transportation

## City of Racine Comprehensive Plan





## GOAL 1: MULTI-MODAL TRANSPORTATION

Ensure all parts of Racine are accessible via multiple modes of safe, reliable transportation.

### Past Accomplishments

- ✓ Ryde Racine provides over 1 million rides per year to members of the community.
- ✓ Bike lanes were installed on Douglas Avenue during reconstruction.

### Background

The primary means of transportation to work for the employed population in Racine is via personal vehicle. From 2015-2019, approximately 2.8% of residents took public transportation to work.

**Local Transit:** The City of Racine owns and operates bus service, RYDE Racine, over nine fixed routes, including seven regular routes operating largely within the City of Racine. The seven regular fixed routes are radial in design, emanating from the

centrally located Corinne Reid Owens Transit Center, and provide service to all portions of the City and immediate environs. A regular route extends outside the City providing limited service serving a shopping center in the Village of Caledonia. An additional bus service extends outside the City, principally for Racine Unified School District students morning and afternoon trips. The system provides service from 5:00 AM to 10:00 PM on weekdays, from 5:30 AM to 6:30 PM on Saturdays, and from 9:30 AM to 6:30 PM on Sundays. Headways on the bus routes are 30 and 60 minutes during weekday morning and afternoon peak periods and 60 minutes at all other times.

Ridership on Ryde Racine provided over 1 million rides to passengers in 2019. The COVID-19 pandemic impacted public transportation across the nation, and the system recorded under 700,000 riders in 2020. Approximately 35% of the transit agency's funding came from local funds in 2019, the rest was generated through fares, State, or Federal funding. (US Department of Transportation - Transit Agency Profiles)

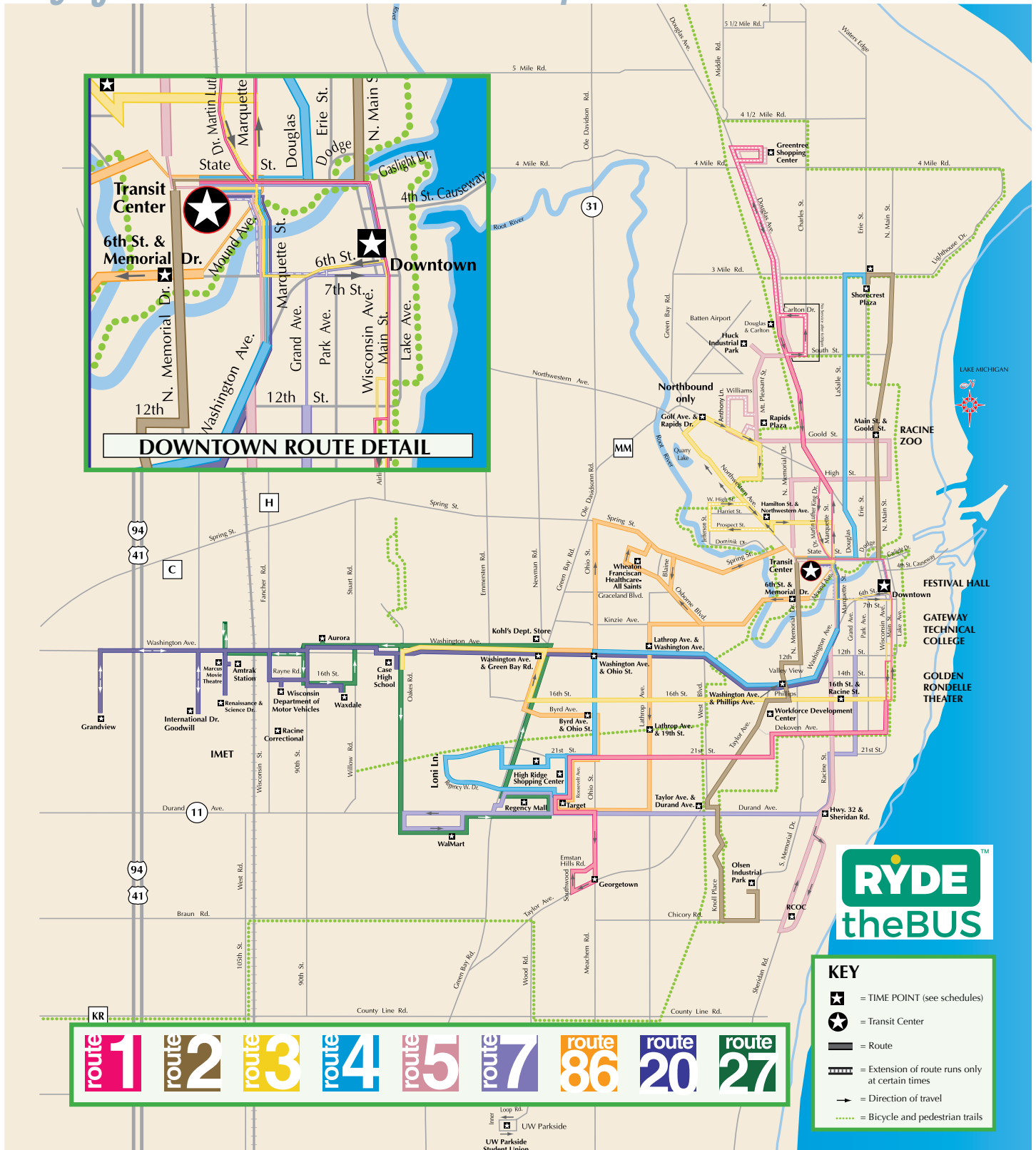
More information on the Transit Agency Profile for the Ryde Racine can be found at: [Transit.DOT.gov](https://Transit.DOT.gov)

**Paratransit:** Dial a Ride Transportation (D.A.R.T) is RYDE Racine's economical door-to-door service designed to transport qualified individuals with disabilities who are prevented from using fixed route bus service. D.A.R.T. operates within 3/4 of a mile of the fixed route bus service. To register for D.A.R.T., residents must first complete an application and Physicians Certification form either online or at RYDE Racine's business office at 1900 Kentucky Street.

The screenshot shows the RYDE RACINE mobile app interface. At the top, there is a header with the RYDE RACINE logo and a refresh icon. Below the header, the text "Find when the next bus is due at your stop" is displayed. A search bar contains the text "471". Below the search bar, there is a dropdown menu with "Ryde Racine" selected. Below the dropdown menu, there is a dropdown menu with "1. Route 1" selected. Below the dropdown menu, there is a dropdown menu with "State St & Main St (471)" selected. Below the dropdown menu, there is a button labeled "Check arrival times". Below the button, the text "Arrival times for stop: State St & Main St Ryde Racine" is displayed. Below the text, there is a list of arrival times for three different destinations: "1. Hope School | Due: 17min", "2. Olsen Industrial Park | Due: 13min", and "7. Transit Center | Due: 39min".

▷ RYDE Racine Transit Application | Source: RYDE Racine

# City of Racine "RYDE" Bus Routes Map



△Source: City of Racine



## Goal 1: Multi-Modal Transportation continued...

**Complete Streets:** The Wisconsin Department of Transportation (WisDOT) defines Complete Streets as roadways designed and operated to enable safe, convenient, and comfortable access and travel for all users. Pedestrians, bicyclists, motorists and public transport users of all ages and abilities are able to safely and comfortably move along and across a complete street. Some streets in Racine already provide for multiple modes of transportation, such as including bike lanes and high quality sidewalks. The Lake Michigan Pathway provides off-street facilities for bicycles along the lakeshore. There are also many streets across the City without continuous sidewalks. Most streets do not include Complete Street elements and are designed primarily for personal vehicles, especially throughout heavily trafficked areas and the downtown. This Plan includes recommendations to explore Complete Street designs during road reconstruction.

The Wisconsin Department of Transportation (WisDOT) is currently developing Complete Street design guidelines at the time of writing this Plan. The Wisconsin Guide to Pedestrian Best Practices is partially completed and may be found at:

[WisconsinDOT.gov](http://WisconsinDOT.gov)

**Active Transportation and Micro-Mobility:** Active transportation is an important way to promote health, wellbeing, and quality of life for members of the community. Walking, biking, and taking public transportation all involve increased levels of physical activity which improves physical and mental health. However, conditions may not always make active transportation appealing, and some destinations may be too difficult to access without a personal vehicle, especially during inclement weather conditions or for people with children or disabilities. Micro-mobility and electronic transportation options such as electric bikes, bike share, e-scooters, and more have been implemented in cities across the country including Chicago and Milwaukee to solve the “last-mile” problem - an issue with active transportation being



△Electrically assisted bikeshare in Milwaukee  
| Source: Bublr Bikes

unable to connect people close enough to their final destination. Increasing active transportation is also important for the environment. Bublr Bikes in Greater Milwaukee claims to have offset over 325,000 lbs of climate warming carbon as of 2017.

### Community Voices

Guidance from the Institute of Transportation Engineers states that community engagement is an important aspect of roadway and transportation planning. While streets must be designed to be safe and functional by experts, communities are also the experts on how they want to be able to use their streets. Historically, transportation planning has ignored the needs of people outside of personal vehicle users. The safety of drivers and personal vehicle passengers was prioritized over the safety of pedestrians, cyclists, and transit users in roadway design. Moving forward, streets in Racine should consider community voices when determining the design of streets and transportation facilities to ensure mobility and accessibility for all.

### ***Action 1: Smart Mobility***

Seek to integrate “Smart” transportation assets such as traffic management and monitoring systems and innovative technologies such as autonomous vehicle infrastructure into the City’s transportation system.

### ***Action 2: Quality***

Pursue a high level of safety, reliability, efficiency, and affordability for public transit options available to all residents regardless of income, age, disability, or place of residence.

### ***Action 3: Inter-modal Connectivity***

Provide inter-modal connectivity between different modes of public transit, park-and-ride, active transportation, and regional transportation.

### ***Action 4: Support Complete Streets***

Explore Complete Streets design during the reconstruction of both arterial and collector streets that deemphasizes single-occupancy, personal automobile usage. Integrate Complete Streets into the transportation network of the City.

### ***Action 5: Ridership***

Increase public transit ridership through improvements in technology, information sharing, and frequency to make transit a competitive choice of mobility, especially in underserved areas.

### ***Action 6: Active Transportation and Micro-Mobility***

Provide “First and Last Mile” connections within the multi-modal transportation system by making effective use of micro-mobility and active transportation assets such as bikeshare, e-scooters, e-bikes, and trails.

### ***Action 7: Public Participation***

Promote public participation in the detailed planning and implementation of all transportation related projects.





## GOAL 2: LAND USE AND HOUSING

Promote the coordination between land use and dense transit-oriented development that supports sustainable transportation choices.

### Background

Major shifts in land use and housing affect transportation systems. New industry and employment centers bring hundreds or even thousands of new employees onto major roads and transit during commute times. The development of new housing similarly brings new residents who will use local roads, transit, and parking infrastructure for themselves and their friends and families. Roadways are designed to accommodate a specific capacity of vehicles, known as “level of service” which determines how many vehicles may travel on the roadway within a time period before negative traffic impacts occur. Encouraging the usage of active transportation such as public transportation, walking, and biking can help to reduce the number of personal vehicles congesting local streets, but major roadways and arterials often transport people from longer distances or locations without access to public transportation. All transportation planning includes calculations to ensure future roads will have enough capacity to meet future demand, both from personal vehicle users and active transportation users.

Planning for transit-oriented development helps minimize the impact new housing and land uses have on existing transportation infrastructure. Locating homes and job centers near train stations, major bus stops, and comprehensive systems of bicycle lanes will give travelers more options to access destinations beyond using personal vehicles. This reduces impacts on parking and traffic on roadways.

Making it possible to choose active transportation also reduces the environmental impact from cars contributing to air pollution and climate-changing carbon impacts.



### Community Voices

Engagement for the Comprehensive Plan revealed that many within the City feel that it is difficult to choose public transportation as a viable means of travel within the City.

*“Housing options are not diverse. There is no middle of the road housing options for someone not seeking assistance, but not making 65k + annually.”*



***Action 1: Demand***

Manage the anticipated travel demand generated by existing and proposed land uses with multi-modal transportation assets.

***Action 2: Efficiency***

Use multi-modal transportation assets to make efficient use of available land to encourage greater density, mixed uses, and transit-oriented development.

***Action 3: Sustainability***

Minimize the environmental impact of transportation development and encourage low/zero-emission transportation improvements.

## GOAL 3: WALKABILITY

Encourage pedestrian-friendly design and walkability across the City, especially in neighborhoods and the downtown area.

### Background

Walkability - the ability for people to choose to walk to destinations safely, pleasantly, and efficiently - provides a large range of benefits. Places that use pedestrian-friendly design make it easier to walk, leading to healthier lifestyles. Walkable places reduce the amount of traffic on streets which reduces noise and congestion. Safer streets help reduce pedestrian injuries and fatalities from vehicle collisions. It also reduces the demand for parking.

Walkability is good for businesses, too. Active commercial streets with lots of pedestrian activity bring new customers to shopfronts they may have missed if driven by in a car. The presence of people on the streets communicates to onlookers that there is something worth visiting in the area and encourages others to visit and patronize shops and cultural institutions.

However, a lack of sidewalks, crosswalks, ramps, and other essential pedestrian infrastructure makes it dangerous and unappealing for people to travel outside of a personal vehicle. Many places in Racine lack comprehensive pedestrian infrastructure and discourage walking, leading to more traffic and less physical activity.

The downtown and residential neighborhoods of Racine must develop comprehensive pedestrian infrastructure to improve the health, safety, and economic vitality of the community. Industrial and business park areas may also benefit from increased walkability and should strive to provide adequate connections to pedestrian infrastructure throughout the city.



### Community Voices

Safety from interpersonal violence was noted as a significant concern during community conversations. While good pedestrian infrastructure makes people safe from cars, it isn't enough to ensure safety in general, especially for youth.

Encouraging more walkability also requires enhancing the safety of the pedestrian environment. Empty, unlit, and secluded streets are more prevalent to interpersonal violence compared to active, well-lit, public streets with plenty of "eyes on the street" to prevent and/or intervene during instances of interpersonal violence. Community members noted the desire for more community programming targeting youth and mentorship. Perceptions of safety can also be improved by reducing the prevalence of damaged private and public property visible from the public way.



## ***Action 1: Quality***

Design transportation facilities to enhance walkability and complement the character of historic sites and streetscapes.

## ***Action 2: Safety***

Seek to eliminate pedestrian-vehicle collisions (especially fatalities) with safe road design on major arterial and connector streets.

## ***Action 3: Health***

Provide a comprehensive system of pedestrian facilities and trails across the City for transportation and recreational purposes to promote active lifestyles aligned with the Parks and Open Space Plan.



## GOAL 4: REGIONAL TRANSPORTATION

Provide regional connectivity among local multi-modal transportation systems.



### Past Accomplishments

- ✓ Since 2016, nearly every major road corridor in Racine has been rebuilt including Hwy 38, Hwy 32, Hwy 11, and Hwy 20.

### Background

The Southeast Wisconsin Regional Planning Commission (SEWRPC) released in 2006 and an update to the 2035 Regional Transportation Plan in 2014. The plan can be found at: [SEWRPC.org](http://SEWRPC.org) The plan includes:

- The identification of an express bus service between Racine, Sturtevant, and Sylvania Avenue with access to I-94
- The identification of a commuter rail service along the south shore of Lake Michigan through Racine to Milwaukee with stops in Kenosha, Caledonia, Oak Creek, South Milwaukee, and Cudahy. A commuter rail corridor study has been completed for this rail line and is included in the regional plan.
- A proposed Park-Ride lot served by future public transit in Racine.

Racine (76,893 people) is the third largest city between Milwaukee and Chicago behind Kenosha (99,767 people) and Waukegan (87,157 people). As a major city along the Chicago-Milwaukee corridor, Racine can benefit from strengthening its integration within the corridor. Regional transportation connections, including the highway and interstate system and possibilities for future commuter rail systems to Milwaukee and Chicago, are essential to taking advantage of opportunities along the corridor. Transportation systems along this corridor make it possible for existing companies outside of Racine to expand into Racine and for local companies to expand into the region without leaving Racine.

### Community Voices

When asked about the strengths and weaknesses of the transportation system in Racine, community members and residents indicated the strongest aspect of the system was access to interstates and highways. Sidewalks, bike facilities, public transportation options, and pedestrian trails were all rated as neutral, while road/street quality was rated as a weakness by the majority of responses.

Road/street quality was noted as one of the areas of transportation in need of the most improvement by 72% of responses.

Access to jobs and opportunities within the region was also cited as an important consideration for the development of a regional transportation system beyond personal vehicles.

“It would be nice to have a regional train system that connects Racine to Milwaukee, Chicago, Madison, Green Bay, and maybe even Minneapolis. We live in a great region and the only way we’re connected to these great cities is by car, Greyhound, or expensive Amtrak.”

Of residents surveyed for the Comprehensive Plan, 64% responded they would be very likely/likely to use a regional train system with connections to Milwaukee and Chicago (vs. 24% unlikely/very unlikely).

## Action 1: Transit

Support and encourage the development of regional transit assets such as commuter rail infrastructure to build stronger connections to Racine along the Milwaukee-Chicago corridor.



## Action 2: Highways

Coordinate and enhance the layout and design of local streets properly in relation to the planned arterial street and highway system consistent with the regional transportation plan.

## Action 3: Coordination

Collaborate with relevant jurisdictions to seek funding and technical assistance to facilitate the planning of regional transit and corridor studies for bus and rail transit connections to the City of Racine, including Racine County, the Regional Planning Commission, the Wisconsin Department of Transportation, and state and federal governments.







## ***CHAPTER 9: PARKS, OPEN SPACE***





***ACE, & ENVIRONMENT***



# CHAPTER 9: PARKS, OPEN SPACE, & ENVIRONMENT

The environment, natural resources and recreational activities in the City of Racine provide a range of cultural, health, economic, educational, and social benefits to residents and businesses. The means by which we extract, conserve, and enjoy our natural environment must be intentionally planned to ensure benefits are preserved for wildlife, people, and the economy. The natural environment includes our waterways, groundwater, forests, greenery, parks, mineral resources, wildlife habitats, and so much more. Nature exists beyond isolated environmental corridors and forests, but in every part of the city. Each part of the city includes habitat for people, plants, wildlife, and pets, and it is therefore all a part of environmental management.

The City of Racine is committed to maintaining overall environmental quality. Implementation of the goals and actions of this plan will help to foster environmental health, preserve cultural and natural heritage, enhance natural beauty, and provide for continued opportunities for recreation and education. The 2050 Comprehensive Plan includes the following Parks, Open Space, and Environment goals:

## 1. NATURAL RESOURCES

Maintain the environmental assets of the City through the protection and preservation of valuable natural features including rivers, Lake Michigan, open spaces, and floodplains.

## 2. PARKS AND RECREATION

Have the best parks, recreation, and trails system in the County.

## 3. SUSTAINABILITY AND RESILIENCY

Encourage sustainable and resilient best practices to foster triple-bottom line sustainability that provides for the protection of natural resources, environmental quality, and neighborhood stability and diversity.

## 4. CONSERVATION

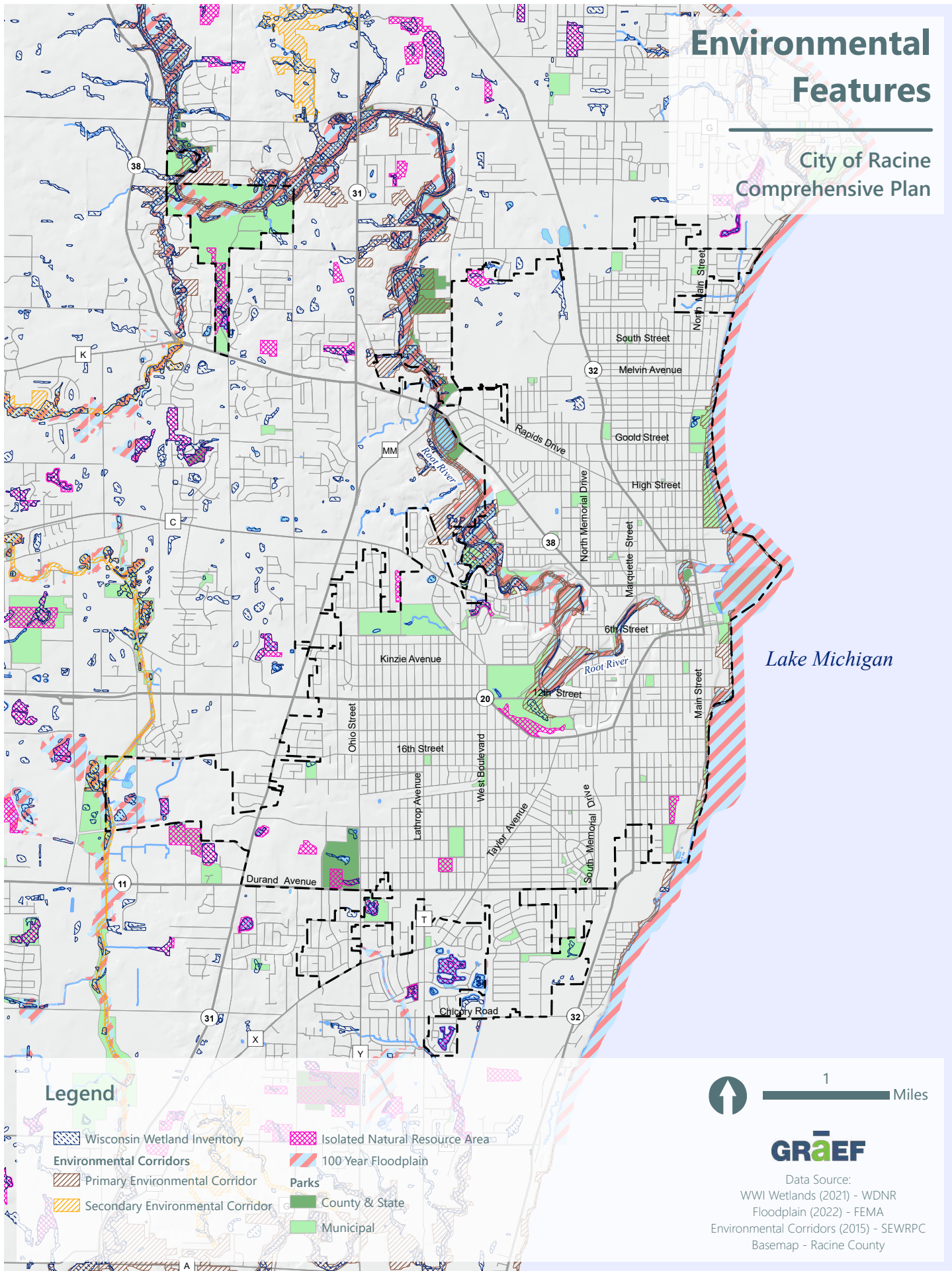
Promote, nurture and enhance access to natural areas to enhance the total quality of the environment, maximize essential natural resource availability, give form and structure to urban development, and provide opportunities for a full range of outdoor recreational activities.





# Environmental Features

City of Racine  
Comprehensive Plan



## **GOAL 1: NATURAL RESOURCES**

Maintain the environmental assets of the City through the protection and preservation of valuable natural features including rivers, Lake Michigan, open spaces, and floodplains.

### **Background**

The County of Racine is located in the Southern Lake Michigan Coastal and the Southeast Glacial Plains Ecological Landscapes. The City of Racine is solely located within the Southern Lake Michigan Coastal Ecological Landscape. As defined by the WDNR, there are 16 Ecological Landscapes within Wisconsin based on ecological or environmental attributes. WDNR states that Ecological Landscapes can be used to “identify the best areas of the state to manage for different natural communities, key habitats, aquatic features and native plants and animals from an ecosystem management perspective.”

The Southern Lake Michigan Coastal Ecological Landscape is located in the southeastern corner of Wisconsin along Lake Michigan. This region has the highest percentage of impermeable surfaces due to the usage of concrete, asphalt, and other structures. WDNR also notes the clearing of forests, conversion of prairie and savannas to croplands, construction of railways, roads, and utility corridors increase the amount of impermeable surfaces. Most of the rivers and streams have been altered and contain “excessive” amounts of sediments, nutrients and pollutants. There is also a loss of adjoining wetlands. All these factors contribute to the degradation of the natural environment and make it harder for the City to manage extreme weather events. The City has an opportunity to improve the natural environment and benefit from better air and water quality and less flooding. SEWRPC has identified primary environmental corridors, secondary environmental corridors, and isolated natural resource areas. These designated areas are all considered “significant natural resources”; they are differentiated by size with primary areas being the biggest and isolated

areas being the smallest. They are all scattered throughout the City and concentrated along bodies of water. These include lakes, streams, and associated shorelands and floodlands; wetlands; woodlands; wildlife habitat areas; areas of rugged terrain and high-relief topography; wet, poorly drained, and organic soils; and remnant prairies. SEWRPC also considers potential park sites; sites of historical and archaeological value; and important scientific areas. The smaller the natural resource area, the more vulnerable that area is to environmental stresses. More information can be found at: [WDNR Southern Lake Michigan Coastal Ecological Landscape Profile](#)

The Root River Watershed which drains into the Racine Harbor is consistently at risk of several environmental hazards including low concentrations of dissolved oxygen that inhibit aquatic habitats, high concentrations of bacteria, phosphorous, chloride, and total suspended solids, erosion, disconnected habitats for wildlife, invasive species, and more. Information on the Root River Watershed Restoration Plan can be found at: [RootPikeWin.org](#)

The largest environmental corridors in Racine are along the Root River and Lake Michigan coastline. Other, smaller Isolated Natural Resources Areas exist throughout the City - mostly within parks - such as within Pierce Woods Park, DeKoven Woods, Erskine Park, and Maple Grove Park.

There are no active mining sites in the City of Racine. There is a mining operation just outside of city limits in Caledonia north of 3 Mile Road along Douglas Avenue.





### ***Action 1: Natural Features***

Protect significant environmental features (including wetlands, woodlands, floodplains, surface water, rivers, Lake Michigan, shorelines, and bluffs) and natural resources (groundwater, freshwater, critical species habitat site) from incompatible land uses, negative environmental impacts, and degradation.

### ***Action 2: Drainage***

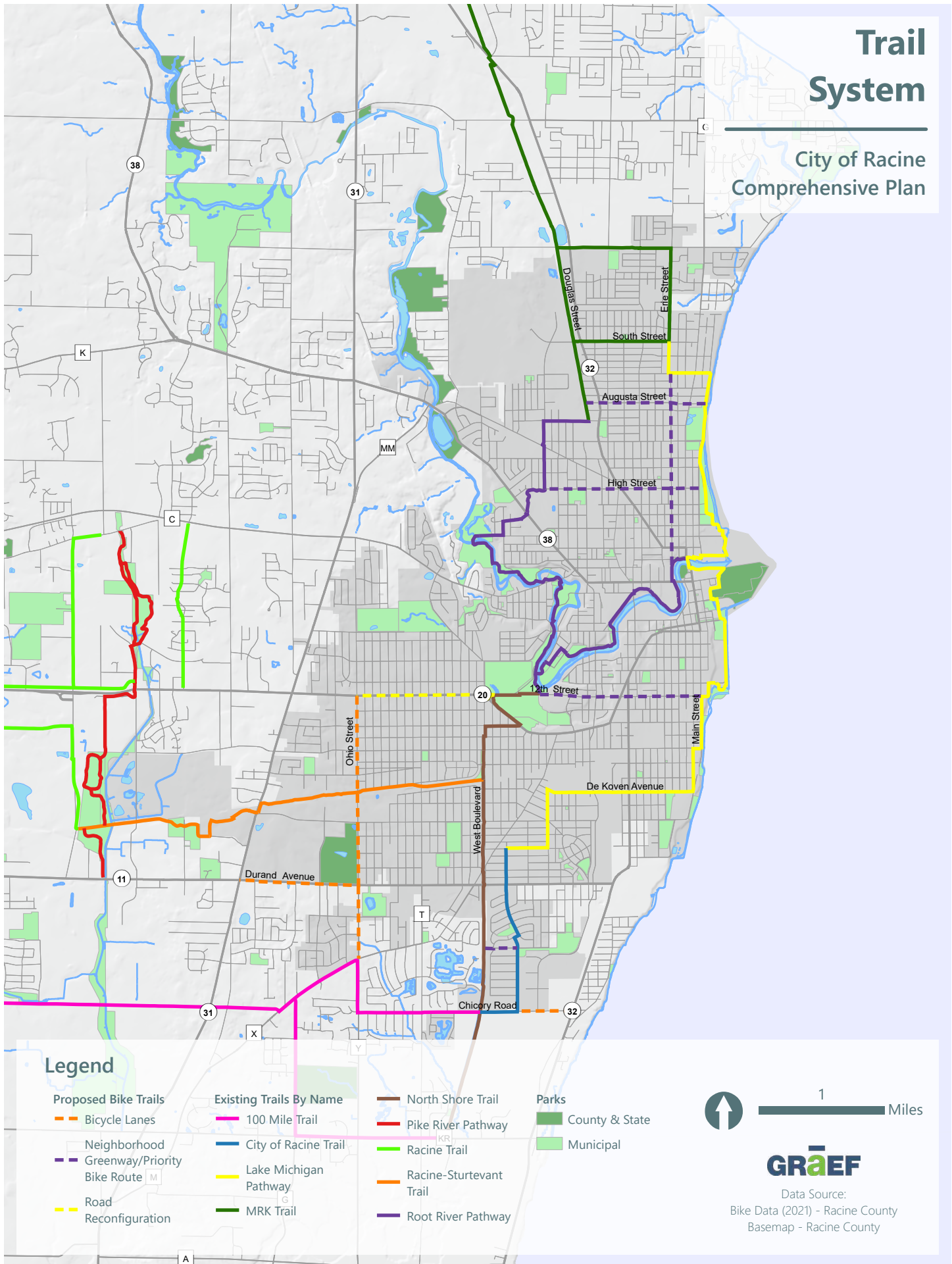
Protect natural and man-made/engineered drainage ways in the City to minimize the impacts of stormwater runoff on existing natural resources and urban land uses.

### ***Action 3: Education***

Educate and involve the public regarding water conservation practices and stormwater management techniques that improve the quality and lessen the quantity of runoff.

# Trail System

City of Racine  
Comprehensive Plan



## Legend

### Proposed Bike Trails

- Bicycle Lanes
- Neighborhood Greenway/Priority Bike Route
- Road Reconfiguration

### Existing Trails By Name

- 100 Mile Trail
- City of Racine Trail
- Lake Michigan Pathway
- MRK Trail

- North Shore Trail
- Pike River Pathway
- Racine Trail
- Racine-Sturtevant Trail
- Root River Pathway

### Parks

- County & State
- Municipal



1 Miles

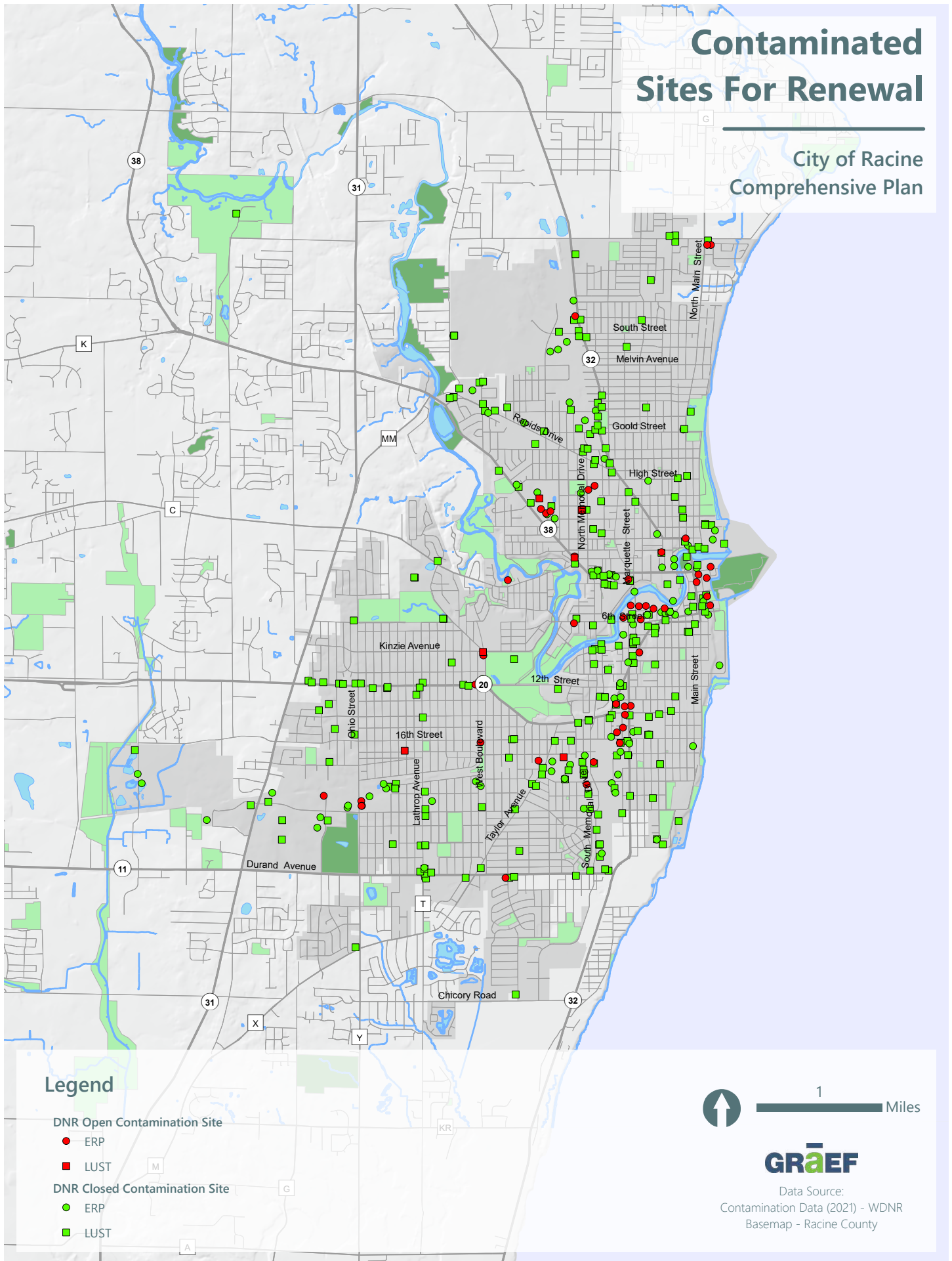
**GRaEF**

Data Source:  
Bike Data (2021) - Racine County  
Basemap - Racine County



# Contaminated Sites For Renewal

City of Racine  
Comprehensive Plan



# Community Facilities

## City of Racine Comprehensive Plan

### Parks

- |                                       |   |
|---------------------------------------|---|
| 1. 6th Street Park                    | 46. Lee Park                            |
| 2. Barbee Park                        | 47. Lincoln Park                        |
| 3. Belle Harbor Marina                | 48. Lockwood Park                       |
| 4. Bi-Centennial Gardens              | 49. Maple Grove Park                    |
| 5. Brose Park                         | 50. Marino Park                         |
| 6. Builders Park                      | 51. Marquette Park                      |
| 7. Carlson Park                       | 52. Mary Ellen Helgren Johnson Preserve |
| 8. Carre Hoagle Park                  | 53. Mat Matson Park                     |
| 9. Case-Harmon Park                   | 54. Memorial Drive West                 |
| 10. Case Corporation Easement         | 55. Monument Square                     |
| 11. Cedar Bend Park                   | 56. Mound Cemetery                      |
| 12. City Hall                         | 57. N. Owen Davies Park                 |
| 13. Clayton Park                      | 58. North Beach                         |
| 14. Colbert Park                      | 59. Olsen Prairie                       |
| 15. Colonial Park                     | 60. Park Place                          |
| 16. Crosswalk Park                    | 61. Parker Park                         |
| 17. De Koven Woods                    | 62. Pershing Park                       |
| 18. Dodge Park                        | 63. Pierce Woods Park                   |
| 19. Douglas Park                      | 64. Pike River Corridor                 |
| 20. Dr. Hamilton Park                 | 65. Pritchard Park                      |
| 21. Dr. Martin Luther King, Jr. Park  | 66. Pugh Recreation Area                |
| 22. Dr. Martin Luther King, Jr. Plaza | 67. Racine Harbor Park                  |
| 23. Dr. Pierce Park                   | 68. Racine Zoological Gardens           |
| 24. Erskine Park                      | 69. Randolph Park                       |
| 25. Festival Park                     | 70. Reef Point Marina                   |
| 26. Franklin Park                     | 71. Reservoir Park                      |
| 27. Fuller Park                       | 72. Riverside Park                      |
| 28. Gaslight Pointe                   | 73. Robert G. Heck Airport Park         |
| 29. Graceland Cemetery                | 74. Rooney Recreation Area              |
| 30. Grand Park                        | 75. Roosevelt Park                      |
| 31. Greencrest Park                   | 76. Sam Azarian Outlook                 |
| 32. Hagerer Park                      | 77. Samuel Myers Park                   |
| 33. Hantschel Park                    | 78. Simonson Park                       |
| 34. Harris Plaza                      | 79. Solbraa Park                        |
| 35. Harvey Park                       | 80. Springvale East Park                |
| 36. Horlick Athletic Field            | 81. Springvale West Park                |
| 37. Humble Park                       | 82. State Hamilton Park                 |
| 38. Island Park                       | 83. Vidian-Cheska Park                  |
| 39. Jay-Eye-See Park                  | 84. Wallis Park                         |
| 40. John Thompson Park                | 85. Washington Bowl                     |
| 41. Johnson Park And Golf Course      | 86. Washington Park                     |
| 42. Johnson Park Dog Run              | 87. Washington Park Golf Course         |
| 43. Jonas Park                        | 88. Wellington Park                     |
| 44. Jones Park                        | 89. West Park                           |
| 45. Lakeview Park                     | 90. Wustum Museum                       |

### Legend

- County & State
- Municipal



1

Miles

**GRaEF**

Data Source:  
Parks (2021) - Racine County  
Basemap - Racine County



## **GOAL 2: PARKS AND RECREATION**

Have the best parks, recreation, and trails system in the County.

### **Past Accomplishments**

- ✓ Racine's North Beach was named Best Beach in Wisconsin by Family Destination Guide in 2021.

### **Background**

The most recent Parks and Open Space Plan was made by SEWRPC in 2018. This plan is intended to assist in promoting environmental stewardship and to assess current and future park, recreation, and open space needs within the city. The plan is further intended to guide the preservation, acquisition, and development of land for park, outdoor recreation, and open space purposes through implementing the recommendations. According to the WDNR, the ecological area that contains the city has experienced significant environmental degradation when compared to neighboring communities. There are several contaminated sites within the city that present an opportunity to be transformed into useful spaces. This can be seen in the Contaminated Sites for Renewal Map. Focusing on parks and open space will be important to conserving the beauty of the area. This is in addition to promoting resiliency against climate change and more extreme weather event and air and water pollution. In order to remain eligible for funding, the outdoor recreation plan must be updated every five years. More information from the WDNR can be found at [dnr.wisconsin.gov](http://dnr.wisconsin.gov)

A full Park System map of the City of Racine can be found at: [City of Racine Park and Open Space Plan](#) or visit [SEWRPC.org](http://SEWRPC.org)

### **Action 1: Park System**

Continue to implement and update the recommendations of the park and open space plan to provide a park and open space system that enhances

quality of life, protects the environment, provides adequate outdoor recreation activities, and maintains eligibility for Wisconsin Department of Natural Resources Stewardship funding.

### **Action 2: Community Centers**

Assess the network of community centers throughout the city for improvements and enhancements of services and programming to meet the needs of residents.

### **Action 3: Trails**

Provide a comprehensive, accessible system of trails between public parks throughout the city for recreation and to serve as an alternative to motor vehicles that complements the County park and trail system.

### **Action 4: Aquatic Recreation**

Provide excellent water-based outdoor recreation activities.

### **Action 5: Planning**

Seek funding to study and address the future need for recreational facilities and programs across the city based on the most current standards from guiding bodies such as the National Recreation and Park Association, Wisconsin Park and Recreation Association, and SEWRPC.

## GOAL 3: SUSTAINABILITY AND RESILIENCY

Encourage sustainable and resilient best practices to foster triple-bottom line sustainability that provides for the protection of natural resources, environmental quality, and neighborhood stability and diversity.

### Past Accomplishments

- ✓ Racine adopted a resolution in 2018 committing to the Paris Climate Accord.
- ✓ Racine received SolSmart Bronze designation and passed a Zero Waste resolution in 2019.
- ✓ The William at Belle City Square was awarded LEED Green building certification (Gold), joining the Johnson Foundation Guest House and the SC Johnson HQ West buildings. (All Gold)

### Background

**Stormwater:** All of Racine sits within the Lake Michigan watershed, meaning that all rainwater and precipitation that falls in Racine that is not captured by sewers or infiltrated into soil runs off into Lake Michigan, carrying with it pollutants and contaminants. This runoff is regulated by the City's Wisconsin Pollution Discharge Elimination System (WPDES) permit which controls the amount of pollution/runoff allowed into the lake. Increasingly, a combination of grey infrastructure (sewers and pipes) and green infrastructure (nature-based solutions) is being used to improve stormwater quality and





reduce the quantity of pollutants found in our freshwater. More information on green infrastructure best management practices can be found at: [dnr.wisconsin.gov/topic/Stormwater/publications.html](https://dnr.wisconsin.gov/topic/Stormwater/publications.html)

**Renewable Energy:** Renewable energy sources such as wind, solar, and geothermal are increasingly popular to reduce the climate changing carbon impacts of fossil fuel energy generation from our energy grid, buildings, and transportation systems. Investing more in renewable energy requires a combination of changes made to the energy grid, advancements in technology, financial investment, individual actions, and enabling legislation from the State to regulate new energy sources. Racine is committed to the Paris Climate Accords which includes a pathway to net-zero carbon impacts by 2050. The policy landscape making clean energy possible in Wisconsin is constantly evolving and should be monitored for impacts and opportunities on Racine's Comprehensive Plan. More information on clean energy in Wisconsin and the statewide Clean Energy Plan can be found at: [osce.wi.gov/pages/home.aspx](https://osce.wi.gov/pages/home.aspx)

**Waste, Recycling, and Composting:** Racine passed a Zero Waste resolution in 2019 which supports the creation of a Solid Waste Reduction and Comprehensive Management Plan. The plan will include cooperation with communities in the Greater Racine area, source reduction policies and incentives, education, and outreach to reduce solid waste to 20% of the 2009 baseline by 2030. The full resolution is available at: [cityofracine.legistar.com](https://cityofracine.legistar.com)

### Community Voices

Expanded recycling and waste management programs, increased sustainable power generation, and reduced utility consumptions in new buildings were all rated as Important or Very Important by at least 3/4 community members who took the community engagement survey. Power generation

and waste management were ranked as needing the most improvement by over 60% of community members.

### *Action 1: Stormwater Plan*

Prepare and update a stormwater management plan to implement best management practices (BMP) on a per-watershed basis to improve water quality, control runoff, and reduce storm sewer burden such as reducing parking requirements, establishing landscaping standards, incentivizing green infrastructure, and facilitate the implementation of the Racine County water resource and water quality management plans.

### *Action 2: Food Systems*

Build resilient local food systems by encouraging restaurants and other food businesses to participate in food recovery programs to reduce food waste and provide for residents experiencing food insecurity and explore options for allowing urban agriculture within the City limits on underutilized portions of park properties.

### *Action 3: Waste Reduction*

Explore sustainable waste management practices by seeking strategies to reduce landfill waste, promote recycling and reuse rates, enable utility-scale composting, and safely dispose of hazardous household wastes.

### *Action 4: Energy Resiliency*

Consider strategies for attaining renewable energy and energy independence to take advantage of new opportunities for resilience, cost-saving, and environmental protection.

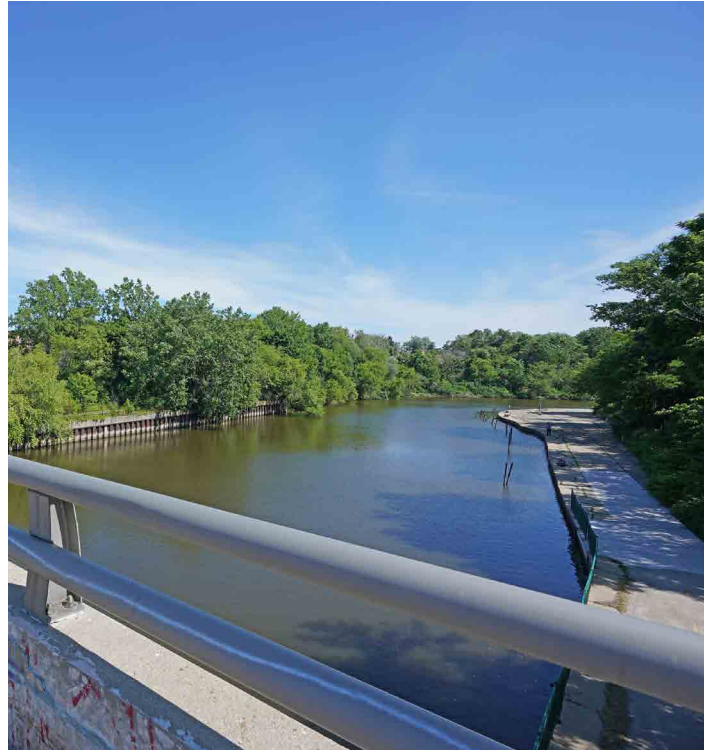
## GOAL 4: CONSERVATION

Promote, nurture, and enhance access to natural areas to enhance the total quality of the environment, maximize essential natural resource availability, give form and structure to urban development, and provide opportunities for a full range of outdoor recreational activities.

### Background

**Conservation vs. Preservation:** The previous Comprehensive Plan focused primarily on issues of “preservation” rather than “conservation” in its goals and objectives. This Plan recognizes the importance of preservation of natural resources; however, it seeks to emphasize “conservation” as a means of protecting and enhancing the quality of the environment while increasing access and stewardship of the environment by the public. The National Park Service points out that while both terms involve some level of protection, conservation “seeks the proper **use** of nature,” while preservation “seeks the protection of nature **from use**.” Racine’s economy relies in part on its proximity, use, and access to Lake Michigan and other natural resources. Historically this has always been the case with the founding of the City coinciding with the construction of its harbor. Focusing on conservation ensures that the protection of nature and environmental quality occurs beyond environmental corridors and isolated natural resource areas. Good conservation practices should allow people to engage with nature, learn how to protect it, and value it as an amenity worth fighting to protect.

Use of the Root River corridor and several parks along its extents represents some of the largest acts of conservation in Racine. Nature trails, fish spawning, kayaking, and recreation facilities all represent means and opportunities for conservation in the City.



### Community Voices

Community members’ second most common theme related to positive community feelings was in reference to Racine’s natural beauty, especially the lakefront and beach. The Racine Zoo celebrates nature, and the City slogan defines the city by its position on the lake. The lakefront, parks, and beach were all ranked highest among natural and recreational resources which are most important to them.



### ***Action 1: Natural Resources***

Conserve the remaining natural resource areas, remaining critical species habitat sites, and habitat for native plants and wildlife in City to maintain the overall quality of the environment, provide opportunities for recreational and educational activities, and avoid serious environmental damage to natural resources such as the lakefront.



### ***Action 2: Native Biodiversity***

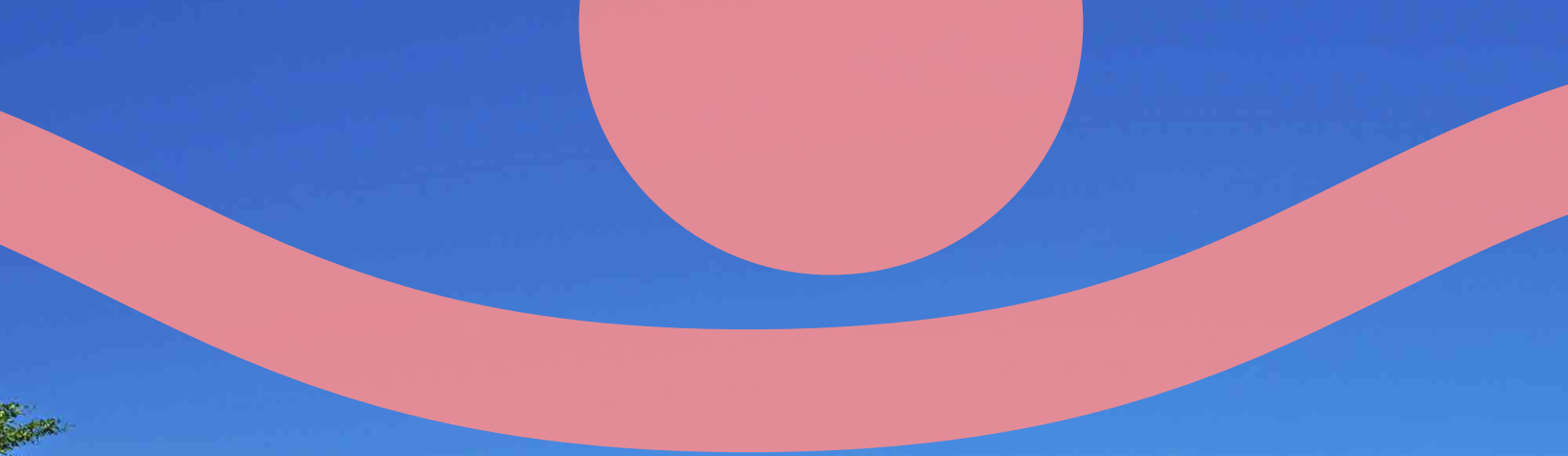
Preserve the biodiversity of the City and develop and implement programs to reduce the spread of invasive species in the City.

### ***Action 3: Natural Features***

Increase access to significant environmental features (including wetlands, woodlands, floodplains, surface waters, rivers, Lake Michigan, shorelines, and bluffs) and natural resources (groundwater, freshwater, critical species habitat site) during development and redevelopment proposals in the City.

### ***Action 4: Tree Canopy***

Consider the development of a City ordinance that protects existing trees, especially along streets, and allocates funding for the replacement of lost trees.



# *CHAPTER 10: COMMUNITY FA*





***CILITIES & UTILITIES***

# ***CHAPTER 10: COMMUNITY FACILITIES & UTILITIES***



Community facilities and utilities must be routinely assessed for their capacity to provide adequate service and functionality to residents given future land use and development plans. Development and redevelopment may have significant impacts on utilities and community facilities. Population growth is not the only change that impacts these services. New industrial and manufacturing activities, changes in consumer behavior, new businesses, and new technology all may have additional impacts to these systems.

The City of Racine seeks to evaluate, to the extent possible, the future demand for utilities and community facilities including plans for expansion, rehabilitation, or replacement of existing utilities as well as the construction of new utilities and

community facilities. The 2050 Comprehensive Plan includes the following Community Facilities & Utilities goals:

## **1. UTILITIES**

Manage and expand utilities infrastructure efficiently with the growth of the broader community served by Racine.

## **2. CITY-OWNED FACILITIES**

Encourage the efficient use of city-owned facilities to best serve residents through building and facility management and long-term sustainability practices.

## **3. HISTORIC PRESERVATION**

Protect and enhance cultural structures, activities, historic sites, and districts and their infrastructure that contribute to the City's heritage, urban and neighborhood characteristics, tourism, and educational opportunities.

## **4. PUBLIC SAFETY**

Improve public safety and the perception of safety.



## **GOAL 1: UTILITIES**

Manage and expand utilities infrastructure efficiently with the growth of the broader community served by Racine.

### **Action 1: Maintenance**

Ensure adequate maintenance and service of public utilities such as water and sewer to serve resident and business needs with adequate capacity.

### **Action 2: Development**

Ensure adequate utility provision for the future City population consistent with City neighborhood plans and the future land use plan and steer development and redevelopment to make efficient use of existing utility infrastructure.

### **Action 3: Cost**

Ensure affordability to residents and cost efficiency to the City in the provision of public utilities and the integration of new technologies into utility systems in an equitable manner.

### **Action 4: Services**

Ensure adequate police, fire, rescue, and waste management services to residents and businesses.

### **Action 5: Waste**

Explore regional public private partnership options for new opportunities of developing enhanced utility services and efficiency such as integrated waste reduction, waste processing and disposal management, resource recovery, recycling programs and facilities, composting, and more.

### **Action 6: Telecommunications**

Ensure zoning regulations adequately address existing and proposed new technologies and Smart City initiatives.

### **Action 7: Sustainability**

Support utility efforts to develop renewable energy sources such as wind, solar, and geothermal, energy efficiency and conservation programs, and sustainable waste management such as recycling and composting.

### **Action 8: Stormwater**

Monitor and prepare for changes in permitting rules from the WDNR to meet new regulatory requirements including the preparation of a collection system and stormwater utility.

### **Action 9: Wastewater**

Develop a plan for sanitary sewer collection system upgrades to address exceedances, peak flows, inflow/infiltration reductions, and to achieve net-zero emissions by 2030 at the Racine Wastewater Treatment Plant.

### **Action 10: Intergovernmental Agreements**

Examine intergovernmental agreements to ensure they reflect current dynamics and are mutually beneficial.

## **GOAL 2: CITY-OWNED FACILITIES**

Encourage the efficient use of city-owned facilities to best serve residents through building and facility management and long-term sustainability practices.

### **Past Accomplishments**

- ✓ RYDE Racine rolled out nine new all-electric buses in 2022.

### **Background**

The City of Racine owns 44 buildings and 1,421 assets such as vehicles in the municipal or public transit fleet. The facilities total 756,933 square feet. The average non-zoo facility is approximately 66 years old at the time of writing this plan with the oldest facilities being the Transit Center and Heritage Museum at 119 and 117 years old, respectively. Some of the largest facilities owned by the City of Racine are:

- Bus and Transit Facilities (RYDE Racine)
- Municipal and Civic Buildings
- Public Works Field Operations Facilities
- Parks, Recreation & Cultural Services Department (PRCS) Facilities
- Zoo Buildings

In 2021, the City of Racine completed a comprehensive Facility Condition Assessment for all city-owned facilities. This assessment provided an updated listing of all the facilities in need of maintenance, replacement, or repairs including cost and anticipated lifespan. Over the next 10 years, capital replacements are projected to cost approximately \$47.9 million for city-owned facilities. This is nearly half of the \$100 million projected over the next 30 years. The majority of these costs are associated with municipal and civic buildings such as City Hall, library, Festival Hall etc.

### **Community Voices**

Black and Latino residents in Racine expressed strong importance of Community Centers in their communities. Community Centers, Parks, and Beaches

ranked highest for the most important amenities in the city with both groups. Among youth, 83% ranked Community Centers as important amenities in their communities, more than any other amenity.

73% of community members who took the survey responded that community appearance was in need of the most improvement. Improving the quality and appearance of civic and public facilities that are highly visible to the public can contribute to this improvement.

### **Action 1: Library**

Ensure that residents throughout the City have access to public libraries and library services.

### **Action 2: Shared Equipment**

Promote the development of services and equipment through mutually beneficial intergovernmental agreements to reduce costs and/or provide a higher level of service for facilities such as electrical substations, telecommunication and wireless communication facilities, and cable substations.

### **Action 3: Schools**

Ensure development regulations allow for schools to be located in proximity to residential and mixed use areas.



### ***Action 4: Healthcare and Facilities***

Maintain and enhance healthcare and managed care services in the City and County including those that serve people with mental illnesses, development disabilities, and juvenile defenders. Maintain and improve the provision of community assisted living facilities and services for City residents, considering future demographic changes and anticipated need for the growing older adult population.

### ***Action 5: Sustainability***

Require the use of sustainable building design standards such as LEED (Leadership in Energy and Environmental Design) Green Building standards when designing and constructing new government

buildings and locate new facilities near other community facilities with access to public transport where practicable. Investigate the introduction of an electric vehicle (EV) fleet where applicable to DPW operations with the installation of EV charging stations within a long-term plan for an EV municipal fleet.

### ***Action 6: Inventory***

Implement the recommendations of the City of Racine Facilities Condition Assessment (FCA) report and upgrade for efficiency and improved service delivery as facilities are renovated, replaced, or razed. Consider a city-wide building consolidation study to consider multi-use buildings integrated into new development areas with other private partnership uses.

## **GOAL 3: HISTORIC PRESERVATION**

Protect and enhance cultural structures, activities, historic sites, and districts and their infrastructure that contribute to the City's heritage, urban and neighborhood characteristics, tourism, and educational opportunities.

### **Past Accomplishments**

- ✓ Racine completed its Heritage Preservation Plan in 2018. More information about the Heritage Preservation Plan can be found at: [BuildUpRacine.org](http://BuildUpRacine.org).

### **Background**

There are several districts and landmarks in Racine with Historic Designations. Most of these areas are residential in character and consist of historic homes or commercial uses:

- The Historic Sixth Street Business District
- The Old Main Street National Register Historic District
- The North Side Historic District of Cream Brick Workers Cottages
- The Melvin Avenue Residential National Register Historic District
- The Orchard Street Residential National Register Historic District
- The Racine Rubber Company Homes National Register Historic District
- The Southside National Register Historic District
- Mound Cemetery
- The SC Johnson and Son Administration Building and Research Tower.
- and 8 designated Racine Local Landmarks as of 2018.

### **Action 1: Historic Places**

Encourage the preservation of historic structures, sites, and districts which have been listed on the National and/or State Registers of Historic Places, designated locally, or which have not been designated but contribute to the heritage and economy of the City.

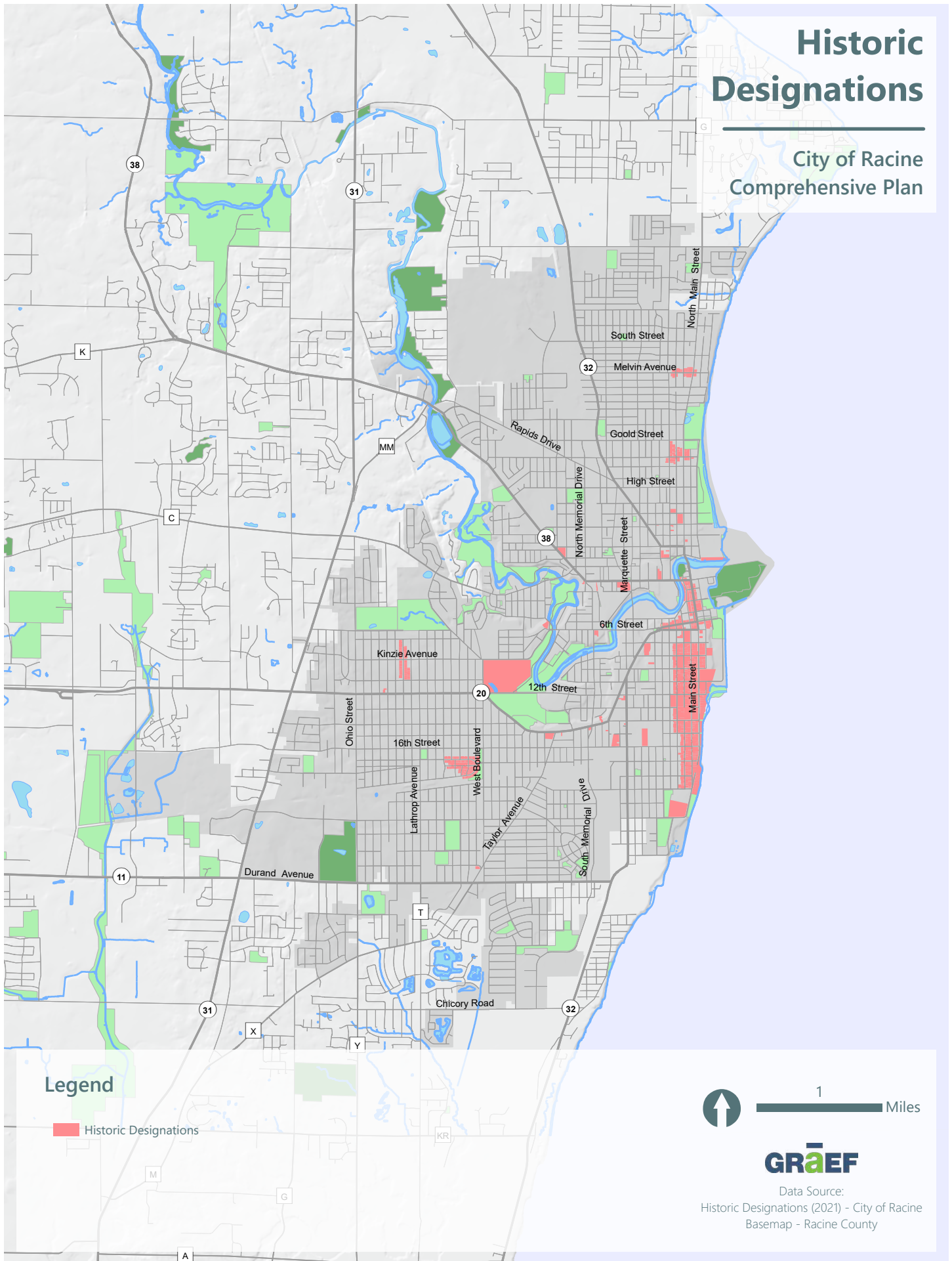
### **Action 2: Preservation**

Continue to implement, update, and modernize the City's Heritage Preservation Ordinance (Chapter 58 of the Municipal Code) to align with the objectives of the City's Heritage Preservation Plan.



# Historic Designations

City of Racine  
Comprehensive Plan



## GOAL 4: PUBLIC SAFETY

Improve public safety and the perception of safety.

### Past Accomplishments

- ✓ The City of Racine completed its Police Reform Report in 2020 outlining the city's review of use of force policies and consideration of community oversight of police departments.

### Community Voices

When asked about their own neighborhood, the most prominent responses indicated themes of positivity, quietness, and closeness to neighbors.

*“Most of the neighbors have lived in the area for a long time and everyone looks out for each other and have become great friends.”*

However, several sentiments about a lack of perceptions of safety were also expressed.

*“Give me a reason to go out and feel safe walking to [sic] events”*

Intergenerational engagement and improved communication was a major theme of community members' responses to how to improve our community. Crime rate was the most commonly ranked element as important or very important along with property maintenance and housing quality and appearance.

### Action 1: County Services

Ensure County facilities adequately serve residents, such as the courthouse and various County departments and agencies.

### Action 2: Shared Services

Look for opportunities to provide shared services for police, fire, and rescue departments and with emergency disaster relief between adjacent municipalities, Racine County, and the City.

### Action 3: Lighting

Identify locations for streetlight improvements to increase nighttime visibility.

### Action 4: Hazards

Continue to cooperate with the County in the review and update of the Racine Hazard Mitigation Plan, which provides guidance for responding to natural disasters throughout the County.









# ***CHAPTER 11: IMPLEMENTATION***

## ***GOALS AND ACTIONS IMPLEMENTATION***





ON

# CHAPTER 11: IMPLEMENTATION

## GOALS AND ACTIONS IMPLEMENTATION

The implementation of the Comprehensive Plan is organized by priority level. The City plans to pursue priorities within 5 years of adoption of the plan. Ongoing actions are intended to be continuously pursued by the City. Mid-term actions are intended for action between 5 to 10 years, and long-term actions may be taken sooner, but are identified for action in at least 10 years. Note that this Plan document is intended to be updated every 10 years, meaning long term actions will be important to note at that time.

### Equity Goals

### Priority

#### Goal 1: Equity

Increase diversity in City government.

#### Action 1: Workforce Equity

Support the Workforce Equity plan developed and implemented by the Equity Officer and Human Resources.

Ongoing

#### Action 2: Training

Identify and implement training for City of Racine employees on implicit bias, explicit bias, race/ancestry, physical/mental disability, sexual orientation, gender identity, and age.

Priority (<5 yrs)

#### Action 3: Outreach

Develop and implement a minority outreach plan that places a premium on recruiting, hiring, placement, training, and promoting qualified individuals while applying established non-discriminatory qualification standards and selection criteria as outlined in the Equity Workforce Plan.

Priority (<5 yrs)

#### Action 4: Barriers

Review position descriptions to ensure that minimum qualifications are bias-free and responsibility related.

Ongoing



<b>Action 5: Careers</b>	Promote and encourage participation in internships and summer jobs programs to introduce City Government as a career option for traditionally underrepresented populations.	Ongoing
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<b>Action 6: Representation</b>	Ensure the makeup of City Boards and Commissions are reflective of the demographics of the City.	Ongoing
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<b>Action 7: Accessibility</b>	Increase online access to City documents and information for all people, including those with limited abilities or a limited degree of digital literacy.	Priority (<5 yrs)
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## **Goal 2: Equitable Land Use** Pursue equitable distribution of land uses.

<b>Action 1: Food Deserts</b>	Encourage the placement of full service grocery stores and access to fresh food within walking distance to all households and implement best practices to eliminate food deserts.	Mid-term (5-10 yrs)
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<b>Action 2: Zoning</b>	Review zoning and other development regulations to limit the propagation and concentration of liquor stores, bars/taverns, smoke shops, and payday/short term loan offices in neighborhoods.	Ongoing
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<b>Action 3: Reinvestment</b>	Ensure zoning and other regulations encourage development in underinvested and underrepresented areas.	Priority (<5 yrs)
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<b>Action 4: Culture</b>	Strengthen neighborhoods by prioritizing resources to protect the racial diversity and uplift the cultural identity of the City through cultural districts and neighborhood identification.	Priority (<5 yrs)
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<b>Action 5: Youth</b>	Increase access to affordable youth opportunities in neighborhoods.	Ongoing
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### ***Goal 3: Opportunity***

Ensure residents have the tools and skills needed to fully participate in the economy and civic life.

<b><i>Action 1: Financial Literacy</i></b>	Expand and promote resources for the community to improve financial literacy, empowerment and education to reach more people through Grow Racine, the Racine Financial Literacy center or other future programs.	<b>Ongoing</b>
<b><i>Action 2: Procurement</i></b>	Identify City construction and/or City funded projects to increase access for employment for city residents.	<b>Ongoing</b>
<b><i>Action 3: Transportation</i></b>	Ensure transportation networks connect City residents to employment centers and job training resources.	<b>Ongoing</b>
<b><i>Action 4: Skilled Workforce</i></b>	Focus resources and efforts on connecting residents to new job creation and income-generation activities in ways that promote self-reliance and a skilled workforce.	<b>Priority (&lt;5 yrs)</b>
<b><i>Action 5: Internet Access</i></b>	Explore strategy for ensuring every home has access to the internet.	<b>Priority (&lt;5 yrs)</b>
<b><i>Action 6: Small Businesses</i></b>	Explore options to close equity gaps for small businesses, prioritizing those owned by people of color, indigenous people, women, veterans, and those with low incomes.	<b>Priority (&lt;5 yrs)</b>



#### **Goal 4: Wealth**

Prioritize community wealth building in the form of housing, small business, public safety, youth opportunities, and environmental justice, prioritizing underrepresented populations to reverse institutional harms.

##### **Action 1: Environmental Racism**

Address environmental racism through investing in improvements in environmental health in the City.

**Priority (<5 yrs)**

##### **Action 2: Racine RENTS**

Support and enhance the provisions of the Racine RENTS Ordinance and program.

**Ongoing**

##### **Action 3: Public Health & Safety**

Invest in the public health approach to public safety to get to the root of violence in the home and out in the community, as well as address childhood and community trauma.

**Priority (<5 yrs)**

##### **Action 4: Infrastructure**

Ensure that the people and communities in areas of environmental injustice experience the benefits of local and regional infrastructure investments.

**Mid-term (5-10 yrs)**

##### **Action 5: Gentrification**

Ensure investments are carefully implemented to avoid gentrification and the displacement of small, diverse, and locally owned businesses and low income residents.

**Ongoing**

Minimize the involuntary displacement of people of color, indigenous people, and vulnerable populations such as low-income households, the elderly, and people with disabilities from their communities as the city changes.

**Goal 5: Community Stability**

**Action 1: Tracking**

Look at early indicators of neighborhood change and rents to determine where programs should be targeted.

**Ongoing**

**Action 2: Evaluation**

Evaluate City investments to determine whether they will cause involuntary displacement and create strategies to prevent displacement when possible and mitigate it when prevention is not possible.

**Priority (<5 yrs)**

**Action 3: Workforce Housing**

Develop and implement policies and programs that support the preservation and rehabilitation of naturally occurring workforce housing to prevent the displacement of existing residents.

**Mid-term (5-10 yrs)**

**Action 4: Homeowners**

Expand programs that support existing homeowners in affording and maintaining their home, with a focus on vulnerable populations (people of color, indigenous people, low-income households, the elderly, and people with disabilities).

**Ongoing**

**Action 5: Aging in Place**

Support housing options that allow for aging in place, both within a community and at home.

**Ongoing**



## Sustainability & Resiliency Goals

## Priority

### Goal 1: Green Buildings

Achieve increases in energy efficiency of buildings through retrofits and the design of new buildings while promoting sustainable building practices for new and existing construction.

#### Action 1: Incentives

Identify ways to encourage and incentivize sustainable design practices and principles for privately-funded projects.

Priority (<5 yrs)

#### Action 2: Building Materials

Encourage use of environmentally responsible building materials and construction practices. Encourage homeowners (especially residents with historic homes) to use more efficient insulation, windows, lighting, and other cost-effective improvements. Communicate deconstruction best practices and rescue of construction materials.

Priority (<5 yrs)

#### Action 3: Benchmarking

Pursue benchmarking and/or disclosure of energy performance of all residential and commercial buildings.

Priority (<5 yrs)

#### Action 4: Site Plan Review

Create and implement site plan review requirements to show how development applications align with sustainable goals and objectives.

Priority (<5 yrs)

#### Action 5: Technology

Help secure and consider funding demonstration projects of emerging or underutilized technologies, concepts, designs and methods related to energy efficiency and sustainability.

Mid-term (5-10 yrs)

## **Goal 2: Public Realm**

Create a more sustainable public realm.

### **Action 1: Framework for Improvements**

Develop a framework for public realm improvements citywide that guides landscaping, street furnishings, street lighting, trees, heritage streets, and other improvements like high albedo paving and reduced paving to the public realm and pedestrian environment.

**Mid-term (5-10 yrs)**

### **Action 2: Developer Requirements**

Require developers to implement public realm improvements in conjunction with approvals for building construction and site modification.

**Ongoing**

### **Action 3: Pedestrian Spaces**

Encourage the location and design of pedestrian spaces to be climate-sensitive, allowing for shelter, window breaks, and sun access or shading depending on seasonal needs.

**Priority (<5 yrs)**

### **Action 4: Funding Options**

Consider alternative funding options for public realm improvements to ensure that all areas of the city have opportunities to benefit.

**Mid-term (5-10 yrs)**

### **Action 5: Public Access**

Explore and implement new ways to improve the public realm via pilot or creative projects utilizing public and private partnerships when appropriate, while ensuring public access.

**Priority (<5 yrs)**

### **Action 6: Mature Trees**

Require new developments to preserve existing mature trees in the public right of way where feasible and reasonable.

**Priority (<5 yrs)**



### **Goal 3: Ecosystems**

Require landscaping in conjunction with development that complements its surroundings and enhances the built environment.

<b>Action 1: Climate-Resilient Plants</b>	Encourage plant and tree types that complement the surrounding area, including a variety of species throughout the site, and seasonal interest. Species should be climate resilient, indigenous, or proven adaptable to the local climate and should not be invasive.	Ongoing
<b>Action 2: Ecological Function</b>	Promote landscaped areas that include plant and tree types that address ecological function, including the interception and filtration of stormwater, reduction of the urban heat island effect, and preservation and restoration of natural amenities.	Priority (<5 yrs)
<b>Action 3: Landscape Maintenance</b>	Require the maintenance of landscaped areas to allow views into and out of the site, to preserve view corridors and to maintain sight lines at vehicular and pedestrian intersections.	Ongoing
<b>Action 4: Ongoing Performance</b>	Require landscaping plans that facilitate future maintenance including those that minimize the need for irrigation systems, utilize drought and salt-resistant species, and consider ongoing performance of storm water treatment practices, snow storage, access to sun, proximity to buildings, paved surfaces and overhead utilities.	Ongoing
<b>Action 5: Urban Landscape</b>	Encourage and identify opportunities to integrate green roofs, living walls, and porous pavement into development, acknowledging that these practices are not meant to be a substitute for ground-level landscaping of sites as landscaping provides both a natural amenity and aesthetic beauty to the urban landscape.	Priority (<5 yrs)
<b>Action 6: Native &amp; Wildlife-Friendly</b>	Encourage native and wildlife-friendly landscaping and building design, including pollinator-friendly plant species and bird-friendly lighting and buildings.	Priority (<5 yrs)
<b>Action 7: New Trees</b>	Explore incentives, programs, and requirements for new developments and additions to existing buildings to retain mature trees, replace lost trees, and plant more native trees if none were there originally.	Mid-term (5-10 yrs)

**Goal 4: Mitigation**

Reduce carbon and greenhouse gas emissions.

<b>Action 1: Vehicle Emissions</b>	Reduce vehicle-related emissions through transportation and land use policies, and changes to the built environment that result in fewer vehicle miles traveled.	<b>Priority (&lt;5 yrs)</b>
<b>Action 2: Transportation Management</b>	Encourage and support transportation management practices focused on reducing single-occupancy vehicle trips.	<b>Ongoing</b>
<b>Action 3: Traffic Control</b>	Continue to evaluate and implement traffic control measures to minimize vehicle emissions.	<b>Ongoing</b>
<b>Action 4: Idling</b>	Consider the implementation of a City vehicle idling ordinance. Utilize technology to track and improve compliance with the public fleet.	<b>Priority (&lt;5 yrs)</b>
<b>Action 5: Public Fleets</b>	Transition public vehicle fleets to reduced emission technology where technology allows.	<b>Long-term (10+ yrs)</b>
<b>Action 6: Net Zero</b>	Construct new municipal buildings to a zero net carbon standard.	<b>Mid-term (5-10 yrs)</b>
<b>Action 7: Climate Planning</b>	Explore the creation of a climate resiliency plan.	<b>Priority (&lt;5 yrs)</b>

## **Goal 5: Resilience**

Ensure city infrastructure and residents are resilient to the shocks of and stresses of climate change.

### **Action 1: Collaboration**

Anticipate and prepare for pressures and shocks that climate change will introduce or worsen by collaborating across City departments, government agencies, private businesses and organizations, and resident networks.

**Priority (<5 yrs)**

### **Action 2: Forecast**

Consider climate forecasts in stormwater feasibility and modeling work to inform infrastructure investments, including building community centers that act as emergency hubs.

**Mid-term (5-10 yrs)**

### **Action 3: Climate Sensitive**

Consider development regulations and standards which encourage climate-sensitive design for residential and commercial buildings, parking lots, and open spaces, parks, and coastal and riverfront landscapes.

**Priority (<5 yrs)**

### **Action 4: Flooding**

Explore the impacts of flooding on public safety, the protection of property, public infrastructure and the environment to aid in the development of new policies.

**Ongoing**

### **Action 5: Drinking Water**

Continue providing safe high-quality drinking water while being a steward of public resources and infrastructure.

**Ongoing**



## Smart City Goals

## Priority

### Goal 1: Smart Government

Use technology to make City services accessible to all, make City information and decision-making processes transparent, and provide decision-makers with real-time and high-integrity data on which to make decisions.

#### Action 1: Data

Gather real-time data from the physical environment and promote data collection mechanisms for private enterprise in order to improve City operations while safeguarding the data privacy of City residents and visitors.

Priority (<5 yrs)

#### Action 2: Website

Update City website to utilize industry best practices and mobile technology and create policies and processes that allow departments to manage content to ensure it is up to date and accurate.

Priority (<5 yrs)

#### Action 3: Service

Invest in technology that accentuates customer service.

Ongoing

#### Action 4: Privacy

Adopt an enterprise-wide Data Privacy Policy to govern data collection, retention, sharing, and use by City departments and vendors about City residents and visitors.

Priority (<5 yrs)

#### Action 5: Security

Prioritize data and technology security as a value and business practice for all City operations.

Ongoing

#### Action 6: Cyber Risk

Ensure all technologies are cyber secure so that they don't increase City cyber risk and they protect data according to all rules and regulations

Ongoing

## **Goal 2: Smart Places**

Integrate smart technology in the public realm.

<b>Action 1: Technology Framework</b>	Explore the development of a framework for public realm improvements citywide that guides technology in publicly used areas.	<b>Mid-term (5-10 yrs)</b>
<b>Action 2: Mobility</b>	Continue to explore, partner, and expand innovation related to personal and public mobility.	<b>Ongoing</b>
<b>Action 3: Locational Data</b>	Develop a strategy to utilize locational data to improve economic development for business attraction and retention, improved traffic management, and public transit.	<b>Priority (&lt;5 yrs)</b>
<b>Action 4: Fiber-Optic Network</b>	Continue to install, maintain, and expand the municipal fiber optic network.	<b>Ongoing</b>
<b>Action 5: Internet Access</b>	Explore all options and strategies to increase network offerings in the City including but not limited to municipal, public, and private leased to ensure all residences and businesses can get cost effective internet access.	<b>Priority (&lt;5 yrs)</b>
<b>Action 6: Tracking</b>	Explore the installation of real time tracking on City fleets to inform the public and to improve operational efficiency, driver safety, fuel savings, vehicle maintenance, routing, and scheduling.	<b>Priority (&lt;5 yrs)</b>
<b>Action 7: Parking</b>	Develop and implement strategies to improve city-wide parking, such as systems that inform where available parking spaces exist, easy systems of fee payment, management, and enforcement, and best locations for parking.	<b>Mid-term (5-10 yrs)</b>

### **Goal 3: Innovation**

Celebrate and prioritize innovative ideas by all levels of City government.

#### **Action 1: Solutions**

Issue community challenges to solicit ideas to solve City problems and invite community members to create and pitch potential solutions.

**Mid-term (5-10 yrs)**

#### **Action 2: Toolkit**

Develop a Pilot Framework/Toolkit to explore new technologies, services, or concepts in a quick and affordable way.

**Priority (<5 yrs)**

#### **Action 3: Engagement**

Focus new efforts towards traditionally low-engagement areas and groups.

**Ongoing**

#### **Action 4: Emissions**

Create Citywide specific goals to reduce carbon emissions and then create strategies and policies to measure and meet those goals in all City projects.

**Priority (<5 yrs)**

#### **Action 5: Accomplishments & Partners**

Publish the past, present, and future work that the city is doing regarding Smart City Goals at least yearly and celebrate specific accomplishments and highlight city partners and positive impact for citizens..

**Ongoing**



## Land Use Goals

## Priority

### **Goal 1: Character and Livability**

Maintain and develop a land use pattern that strengthens the character and livability of the City's downtown core, commercial and industrial areas, and neighborhoods

#### **Action 1: Preservation**

Encourage the preservation of natural resources outside the environmental corridor network.

**Ongoing**

#### **Action 2: Aesthetics**

Review and strengthen architectural standards for zoning regulations.

**Priority (<5 yrs)**

#### **Action 3: Neighborhood Character**

Ensure development regulations for different character areas are reflected in zoning regulations.

**Mid-term (5-10 yrs)**

#### **Action 4: Mobility**

Promote compact, walkable neighborhood designs where daily needs are within walking distance.

**Ongoing**

#### **Action 5: Blighting Influences**

Seek to eliminate substandard and obsolete buildings, blighting influences, and environmental deficiencies which detract from the aesthetic appearance, and economic welfare of the City of Racine and its neighborhoods.

**Ongoing**

#### **Action 6: Economic Vitality**

Maintain and enhance the economic vitality of the City by encouraging a diversified tax base of commercial, industrial, and residential uses.

**Ongoing**

#### **Action 7: Access to Water Amenities**

Develop and maintain a balance between the built environment and the protection of, and public access to, Lake Michigan and rivers in the City.

**Long-term (10+ yrs)**

**Goal 2: Efficient and Sustainable Land Use**

Encourage development patterns that promote efficient and sustainable use of land, that can be readily linked by transportation systems and that utilize existing public utilities and services .

**Action 1: Zoning Ordinance**

Initiate a process to rehaul the existing zoning map and zoning code to reflect the vision set forth in this 2050 Land Use Plan.

**Priority (<5 yrs)**

**Action 2: Mixed-Use Development**

Support mixed-used development to encourage efficient use of land and infrastructure.

**Ongoing**

**Action 3: Provision of Public Services**

Coordinate a spatial distribution of the various land uses which is properly related to the existing and planned transportation, utility, and community facility systems in order to assure the economical provision of public services.

**Ongoing**

**Action 4: Natural Areas**

Preserve the remaining natural areas in the City of Racine and, to the extent practicable, provide access to these areas to provide opportunities for recreational and educational activities; and to avoid serious environmental and developmental problems.

**Ongoing**

**Action 5: Waste Water Disposal**

Support the development of land use patterns and water quality control programs to effectively meet the wastewater disposal needs of the City.

**Ongoing**

### **Goal 3: Development and Redevelopment**

Promote infill development in areas with existing infrastructure and services, protecting natural areas, and provide adequate infrastructure, public services, and land supply to meet existing and future market demand for new development.

#### **Action 1: Development standards**

Ensure development regulations for reuse of existing sites are sensitive to historic and cultural features, as well as compatible with existing and planned development.

**Ongoing**

#### **Action 2: Industrial and Commercial Sites**

Provide for the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites both in terms of physical characteristics and location.

**Ongoing**

#### **Action 3: Urban Infill and Re-Development**

Encourage urban infill development and urban redevelopment. This includes the intensification of development in existing urban areas if appropriate, to maximize the use of existing infrastructure.

**Mid-term (5-10 yrs)**

#### **Action 4: Green Buildings**

Promote green building and green infrastructure components.

**Priority (<5 yrs)**

#### **Action 5: Brownfield and Grey-field Development**

Continue to explore funding opportunities which assess, inventory and clean up contaminated sites in the City.

**Priority (<5 yrs)**



## Housing Goals

## Priority

### Goal 1: Housing Stock

Provide opportunities for an adequate housing supply that will meet the needs of all residents and result in a broad range of choice among housing designs, sizes, types, and costs, recognizing the changing trends in age-group composition, income, and household types.

#### Action 1: Diverse Housing

Ensure an appropriate mix of housing types/styles at varying price points are available in all neighborhoods.

Long-term (10+ yrs)

#### Action 2: Proximity to Work

Promote the provision of housing opportunities for workers in proximity to their place of work.

Long-term (10+ yrs)

#### Action 3: Maintenance

Encourage the maintenance and rehabilitation, as appropriate, of the existing housing stock.

Ongoing

#### Action 4: Density

Facilitate the provision of housing at densities that generate tax base to ensure the long term availability of sanitary sewer service, water supply, and basic urban services and facilities.

Ongoing

**Goal 2: Land Use and Transportation**

Ensure that housing plans and development are appropriate for the future land use and transportation plans.

**Action 1: Coordination**

Promote the coordination between land use and housing development.

Ongoing

**Action 2: Transit-Oriented Development**

Encourage denser and mixed-use housing closer to public transportation to promote transit-oriented development, prioritizing the needs of marginalized and disinvested groups.

Priority (<5 yrs)

**Goal 3: Home Ownership**

Increase home ownership rates.

**Action 1: Owner-Occupancy**

Strengthen, and continue to develop, policies and programs which increase home ownership and owner-occupied housing, such as financial coaching, facilitating the development of housing models which are more likely to be owner-occupied based on market conditions.

Priority (<5 yrs)

**Action 2: Equity**

Support home ownership for all, especially residents from under-represented communities through existing grant, financing, and educational programs.

Ongoing

**Action 3: Support**

Engage residents who are looking to become homeowners, and consult real estate experts such as realtors and financiers, to better address the specific barriers faced by new homeowners.

Mid-term (5-10 yrs)

<b>Goal 4: Neighborhood Character and Identity</b>	Promote the development of neighborhood identity, including the promotion of responsible property ownership.
<b>Action 1: Character</b>	Provide housing that maintains and enhances the character of the City and its neighborhoods. <b>Ongoing</b>
<b>Action 2: Placemaking</b>	Provide connected sidewalks, landscaping patterns, banners, neighborhoods graphics, and lighting as elements that reflect the identity of residents and enhance civic pride. <b>Long-term (10+ yrs)</b>
<b>Goal 5: Fair Housing, Equity, and Affordability</b>	Promote the coordination between zoning and fair housing which supports the inclusion and equity of fair housing protected classes.
<b>Action 1: Equity</b>	Ensure all housing affirms the City of Racine, State of Wisconsin, and Federal Fair Housing Act, ensuring the protection and equitable treatment of fair housing protected classes from discrimination. <b>Ongoing</b>
<b>Action 2: Accommodation</b>	Facilitate the provision of housing opportunities to accommodate lower income households and disabled persons. <b>Priority (&lt;5 yrs)</b>
<b>Action 3: Affordable Housing</b>	Ensure the inclusion of affordable housing in multi-unit developments leads to quality housing. <b>Priority (&lt;5 yrs)</b>



## **Economic Development Goals**

### **Priority**

<b>Goal 1: Regional Economy</b>	Secure the City of Racine as an important part of the Milwaukee-Chicago corridor, including the encouragement of intercommunity planning efforts.	
<b>Action 1: Mass Transit</b>	Promote the development of mass transit systems to meet the changing demands of work and personal responsibilities.	<b>Long-term (10+ yrs)</b>
<b>Action 2: Promotion</b>	Promote the city's unique economic resources as an asset to the regional economy by recognizing opportunities for Milwaukee and Chicago region businesses to expand into Racine.	<b>Priority (&lt;5 yrs)</b>
<b>Goal 2: Business Friendliness</b>	Promote the City of Racine as a business-friendly community.	
<b>Action 1: Development</b>	Continue to provide quality customer service to assist in the preservation, development, and redevelopment of a variety of suitable industrial and commercial sites to facilitate new economic activity.	<b>Priority (&lt;5 yrs)</b>
<b>Action 2: Licensing and Permitting</b>	Streamline and simplify the business permitting and licensing process for businesses.	<b>Priority (&lt;5 yrs)</b>
<b>Action 3: Fresh Foods</b>	Support economic initiatives to ensure residents have convenient access to fresh produce and eliminate food deserts	<b>Ongoing</b>

<b>Goal 3: Entrepreneurship</b>	Promote entrepreneurship and business innovation, especially among minority, women and veteran-owned businesses.	
<b>Action 1: Coordination</b>	Foster and work with organizations representing disadvantaged and small businesses to grow a diverse business community.	Ongoing
<b>Action 2: Incentives</b>	Identify opportunities to increase and connect people to incentives, loans, and grants available to small and disadvantaged businesses looking to locate in Racine.	Priority (<5 yrs)
<b>Goal 4: Neighborhood Identity</b>	Promote Racine's neighborhoods and community to attract residents and engage visitors when considering new developments and redevelopment projects.	
<b>Action 1: Identity</b>	Continue to develop marketing, branding, and promotional materials in the public way that emphasize local character and enhance a sense identity across the City.	Ongoing
<b>Action 2: Neighborhood Identity</b>	Engage with residents in each neighborhood to identify place-based identities to facilitate the creation of neighborhood improvements and marketing that is reflective of each unique community within the City.	Priority (<5 yrs)
<b>Action 3: Opportunity Areas</b>	Emphasize opportunities for placemaking in areas identified as opportunities for new large-scale developments.	Mid-term (5-10 yrs)
<b>Action 3: Outdoor Recreation</b>	Capitalize on natural and recreational tourism amenities.	Ongoing

<b>Goal 5: Promotion</b>	Promote the City of Racine's assets in conjunction with community partners to attract visitors, residents, and businesses.	
<b>Action 1: Heritage</b>	Foster tourism that promotes the natural features, cultural resources, and unique heritage of the City of Racine and builds on the neighborhood identity of different places in the City.	Ongoing
<b>Action 2: Tourist to Resident</b>	Follow guidance from Greater Racine County initiative to encourage tourists to consider the City of Racine as a place to take up residence.	Mid-term (5-10 yrs)
<b>Goal 6: Employment</b>	Foster a diverse workforce and range of economic opportunities.	
<b>Action 1: Opportunity</b>	Promote a wide range of employment opportunities and resources for all residents that improve and enhance the economic vitality of the City of Racine.	Long-term (10+ yrs)
<b>Action 2: Workforce Development</b>	Create coalitions to ensure more truly job-ready workers, dramatically reducing the number of individuals and families trapped in the cycle of poverty.	Long-term (10+ yrs)
<b>Action 3: Commuting</b>	Ensure investments in transit are leveraged to attract a skilled workforce and grow the urban center's economic base, which bolster tax revenues to sustain public services.	Mid-term (5-10 yrs)
<b>Action 4: Livability</b>	Promote Racine as a great place to live, work, and raise a family to a diverse and skilled workforce.	Ongoing
<b>Action 5: Employers</b>	Encourage businesses to employ creative marketing techniques and examine current benefits to attract talent.	Priority (<5 yrs)



## Transportation & Mobility Goals

## Priority

<b>Goal 1: Multi-modal Transportation</b>		Ensure all parts of Racine are accessible via multiple modes of safe, reliable transportation.
<b>Action 1: Smart Mobility</b>	Seek to integrate “Smart” transportation assets such as traffic management and monitoring systems and innovative technologies such as autonomous vehicle infrastructure into the City’s transportation system.	<b>Mid-term (5-10 yrs)</b>
<b>Action 2: Quality</b>	Pursue a high level of safety, reliability, efficiency, and affordability for public transit options available to all residents regardless of income, age, disability, or place of residence.	<b>Ongoing</b>
<b>Action 3: Inter-modal Connectivity</b>	Provide inter-modal connectivity between different modes of public transit, park-and-ride, active transportation, and regional transportation.	<b>Long-term (10+ yrs)</b>
<b>Action 4: Support Complete Streets</b>	Explore Complete Streets design during the reconstruction of both arterial and collector streets that deemphasizes single-occupancy, personal automobile usage. Integrate Complete Streets into the transportation network of the City.	<b>Ongoing</b>
<b>Action 5: Ridership</b>	Increase public transit ridership through improvements in technology, information sharing, and frequency to make transit a competitive choice of mobility, especially in underserved areas.	<b>Priority (&lt;5 yrs)</b>
<b>Action 6: Active Transportation and Micro-Mobility</b>	Provide “First and Last Mile” connections within the multi-modal transportation system by making effective use of micro-mobility and active transportation assets such as bikeshare, e-scooters, e-bikes, and trails.	<b>Priority (&lt;5 yrs)</b>
<b>Action 7: Public Participation</b>	Promote public participation in the detailed planning and implementation of all transportation related projects.	<b>Ongoing</b>

<b>Goal 2: Land Use and Housing</b>			Promote the coordination between land use and dense transit-oriented development that supports sustainable transportation choices.
<b>Action 1: Demand</b>	Manage the anticipated travel demand generated by existing and proposed land uses with multi-modal transportation assets.	Ongoing	
<b>Action 2: Efficiency</b>	Use multi-modal transportation assets to make efficient use of available land to encourage greater density, mixed uses, and transit-oriented development.	Priority (<5 yrs)	
<b>Action 3: Sustainability</b>	Minimize the environmental impact of transportation development and encourage low/zero-emission transportation improvements.	Ongoing	
<b>Goal 3: Walkability</b>			Encourage pedestrian-friendly design and walkability across the City, especially in neighborhoods and the downtown area.
<b>Action 1: Quality</b>	Design transportation facilities to enhance walkability and complement the character of historic sites and streetscapes.	Long-term (10+ yrs)	
<b>Action 2: Safety</b>	Seek to eliminate pedestrian and bicycle-vehicle collisions (especially fatalities) with safe road design on major arterial and collector streets.	Ongoing	
<b>Action 3: Health</b>	Provide a comprehensive system of pedestrian facilities and trails across the city for transportation and recreational purposes to promote active lifestyles aligned with the Parks and Open Space Plan.	Long-term (10+ yrs)	

**Goal 4: Regional  
Transportation**

Provide regional connectivity among local multi-modal transportation systems.

**Action 1: Transit**

Support and encourage the development of regional transit assets such as commuter rail infrastructure to build stronger connections to Racine along the Milwaukee-Chicago corridor. **Mid-term (5-10 yrs)**

**Action 2: Highways**

Coordinate and enhance the layout and design of local streets properly in relation to the planned arterial street and highway system consistent with the regional transportation plan. **Ongoing**

**Action 3: Coordination**

Collaborate with relevant jurisdictions to seek funding and technical assistance to facilitate the planning of regional transit and corridor studies for bus and rail transit connections to the City of Racine, including Racine County, the Regional Planning Commission, the Wisconsin Department of Transportation, and state and federal governments. **Mid-term (5-10 yrs)**



## Parks, Open Space, & Environment Goals

## Priority

<b>Goal 1: Natural Resources</b>	Maintain the environmental assets of the City through the protection and preservation of valuable natural features including rivers, Lake Michigan, open spaces, and floodplains.
<b>Action 1: Natural Features</b>	Protect significant environmental features (including wetlands, woodlands, floodplains, surface water, rivers, Lake Michigan, shorelines, and bluffs) and natural resources (groundwater, freshwater, critical species habitat site) from incompatible land uses, negative environmental impacts, and degradation. <b>Ongoing</b>
<b>Action 2: Drainage</b>	Protect natural and man-made/engineered drainage ways in the City to minimize the impacts of stormwater runoff on existing natural resources and urban land uses. <b>Ongoing</b>
<b>Action 3: Education</b>	Educate and involve the public regarding water conservation practices and stormwater management techniques that improve the quality and lessen the quantity of runoff. <b>Mid-term (5-10 yrs)</b>
<b>Goal 2: Parks and Recreation</b>	Have the best parks, recreation, and trails system in the County.
<b>Action 1: Park System</b>	Continue to implement and update the recommendations of the park and open space plan to provide a park and open space system that enhances quality of life, protects the environment, provides adequate outdoor recreation activities, and maintains eligibility for Wisconsin Department of Natural Resources Stewardship funding. <b>Priority (&lt;5 yrs)</b>
<b>Action 2: Community Centers</b>	Assess the network of community centers throughout the City for improvements and enhancements of services and programming to meet the needs of residents. <b>Priority (&lt;5 yrs)</b>
<b>Action 3: Trails</b>	Provide a comprehensive, accessible system of trails between public parks throughout the City for recreation and to serve as an alternative to motor vehicles that complements the County park and trail system. <b>Long-term (10+ yrs)</b>

<b>Action 4: Aquatic Recreation</b>	Provide excellent water-based outdoor recreation activities.	Ongoing
<b>Action 5: Planning</b>	Seek funding to study and address the future need for recreational facilities and programs across the City based on the most current standards from guiding bodies such as the National Recreation and Park Association, Wisconsin Park and Recreation Association, and SEWRPC.	Priority (<5 yrs)
<b>Goal 3: Sustainability and Resiliency</b>	Encourage sustainable and resilient best practices to foster triple-bottom line sustainability that provides for the protection of natural resources, environmental quality, and neighborhood stability and diversity.	
<b>Action 1: Stormwater Plan</b>	Prepare and update a stormwater management plan to implement best management practices (BMP) on a per-watershed basis to improve water quality, control runoff, and reduce storm sewer burden such as reducing parking requirements, establishing landscaping standards, incentivizing green infrastructure, and facilitate the implementation of the Racine County water resource and water quality management plans.	Priority (<5 yrs)
<b>Action 2: Food Systems</b>	Build resilient local food systems by encouraging restaurants and other food businesses to participate in food recovery programs to reduce food waste and provide for residents experiencing food insecurity and explore options for allowing urban agriculture within the City limits on underutilized portions of park properties.	Priority (<5 yrs)
<b>Action 3: Waste Reduction</b>	Explore sustainable waste management practices by seeking strategies to reduce landfill waste, promote recycling and reuse rates, enable utility-scale composting, and safely dispose of hazardous household wastes.	Priority (<5 yrs)
<b>Action 4: Energy Resiliency</b>	Consider strategies for attaining renewable energy and energy independence to take advantage of new opportunities for resilience, cost-saving, and environmental protection.	Priority (<5 yrs)

#### **Goal 4: Conservation**

Promote, nurture, and enhance access to natural areas to enhance the total quality of the environment, maximize essential natural resource availability, give form and structure to urban development, and provide opportunities for a full range of outdoor recreational activities.

##### **Action 1: Natural Resources**

Conserve the remaining natural resource areas, remaining critical species habitat sites, and habitat for native plants and wildlife in City to maintain the overall quality of the environment, provide opportunities for recreational and educational activities, and avoid serious environmental damage to natural resources such as the lakefront.

**Ongoing**

##### **Action 2: Native Biodiversity**

Preserve the biodiversity of the City and develop and implement programs to reduce the spread of invasive species in the City.

**Ongoing**

##### **Action 3: Natural Features**

Increase access to significant environmental features (including wetlands, woodlands, floodplains, surface water, rivers, Lake Michigan, shorelines, and bluffs) and natural resources (groundwater, freshwater, critical species habitat site) during development and redevelopment proposals in the City.

**Ongoing**

##### **Action 4: Tree Canopy**

Consider the development of a City ordinance that protects existing trees, especially along streets, and allocates funding for the replacement of lost trees.

**Mid-term (5-10 yrs)**



## Utilities & Community Facilities Goals

## Priority

Goal 1: Utilities		Manage and expand utilities infrastructure efficiently with the growth of the broader community served by Racine.
Action 1: Maintenance	Ensure adequate maintenance and service of public utilities such as water and sewer to serve resident and business needs with adequate capacity.	Ongoing
Action 2: Development	Ensure adequate utility provision for the future City population consistent with City neighborhood plans and the future land use plan and steer development and redevelopment to make efficient use of existing utility infrastructure.	Ongoing
Action 3: Cost	Ensure affordability to residents and cost efficiency to the City in the provision of public utilities and the integration of new technologies into utility systems in an equitable manner.	Long-term (10+ yrs)
Action 4: Services	Ensure adequate police, fire, rescue, and waste management services to residents and businesses.	Ongoing
Action 5: Waste	Explore regional public private partnership options for new opportunities of developing enhanced utility services and efficiency such as integrated waste reduction, waste processing and disposal management, resource recovery, recycling programs and facilities, composting, and more.	Long-term (10+ yrs)
Action 6: Telecommunications	Ensure zoning regulations adequately address existing and proposed new technologies and Smart City initiatives.	Priority (<5 yrs)
Action 7: Sustainability	Support utility efforts to develop renewable energy sources such as wind, solar, and geothermal, energy efficiency and conservation programs, and sustainable waste management such as recycling and composting.	Priority (<5 yrs)
Action 8: Stormwater	Monitor and prepare for changes in permitting rules from the WDNR to meet new regulatory requirements including the preparation of a collection system and stormwater utility.	Priority (<5 yrs)

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**Action 9: Wastewater**

Develop a plan for sanitary sewer collection system upgrades to address exceedances, peak flows, inflow/infiltration reductions, and to achieve net-zero emissions by 2030 at the Racine Wastewater Treatment Plant.

**Priority (<5 yrs)**

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**Action 10: Intergovernmental Agreements**

Examine intergovernmental agreements to ensure they reflect current dynamics and are mutually beneficial.

**Mid-term (5-10 yrs)**

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## **Goal 2: City-Owned Facilities**

Encourage the efficient use of city-owned facilities to best serve residents through building and facility management and long-term sustainability practices.

### **Action 1: Library**

Ensure that residents throughout the City have access to public libraries and library services.

**Ongoing**

### **Action 2: Shared Equipment**

Promote the development of services, and equipment through mutually beneficial intergovernmental agreements to reduce costs and/or provide a higher level of service for facilities such as electrical substations, telecommunication and wireless communication facilities, and cable substations.

**Ongoing**

### **Action 3: Schools**

Ensure development regulations allow for schools to be located in proximity to residential and mixed use areas.

**Priority (<5 yrs)**

### **Action 4: Healthcare and Facilities**

Maintain and enhance healthcare and managed care services in the City and County including those that serve people with mental illnesses, development disabilities, and juvenile defenders. Maintain and improve the provision of community assisted living facilities and services for City residents, considering future demographic changes and anticipated need for the growing older adult population.

**Mid-term (5-10 yrs)**

### **Action 5: Sustainability**

Require the use of sustainable building design standards such as LEED (Leadership in Energy and Environmental Design) Green Building standards when designing and constructing new government buildings and locate new facilities near other community facilities with access to public transport where practicable. Investigate the introduction of an electric vehicle (EV) fleet where applicable to DPW operations with the installation of EV charging stations within a long-term plan for an EV municipal fleet.

**Priority (<5 yrs)**

### **Action 6: Inventory**

Implement the recommendations of the City of Racine Facilities Condition Assessment (FCA) report and upgrade for efficiency and improved service delivery as facilities are renovated, replaced, or razed. Consider a city-wide building consolidation study to consider multi-use buildings integrated into new development areas with other private partnership uses.

**Ongoing**



<b>Goal 3: Historic Preservation</b>	Protect and enhance cultural structures, activities, historic sites and districts and their infrastructure that contribute to the City’s heritage, urban and neighborhood characteristics, tourism, and educational opportunities.
<b>Action 1: Historic Places</b>	Encourage the preservation of historic structures, sites, and districts, which have been listed on the National and/or State Registers of Historic Places, designated locally, or which have not been designated but contribute to the heritage and economy of the City. <b>Ongoing</b>
<b>Action 2: Preservation</b>	Continue to implement, update, and modernize the City’s Heritage Preservation Ordinance (Chapter 58 of the Municipal Code) to align with the objectives of the City’s Heritage Preservation Plan. <b>Priority (&lt;5 yrs)</b>
<b>Goal 4: Public Safety</b>	Improve public safety and the perception of safety.
<b>Action 1: County Services</b>	Ensure County facilities adequately serve City residents, such as the courthouse and various County departments and agencies. <b>Ongoing</b>
<b>Action 2: Shared Services</b>	Look for opportunities to provide shared services for police, fire, and rescue departments, and with emergency disaster relief between adjacent municipalities, Racine County, and the City. <b>Ongoing</b>
<b>Action 3: Lighting</b>	Identify locations for streetlight improvements to increase nighttime visibility. <b>Priority (&lt;5 yrs)</b>
<b>Action 4: Hazards</b>	Continue to cooperate with the County in the review and update of the Racine Hazard Mitigation Plan, which provides guidance for responding to natural disasters throughout the County. <b>Ongoing</b>

# APPENDIX

## I. Zoning Table

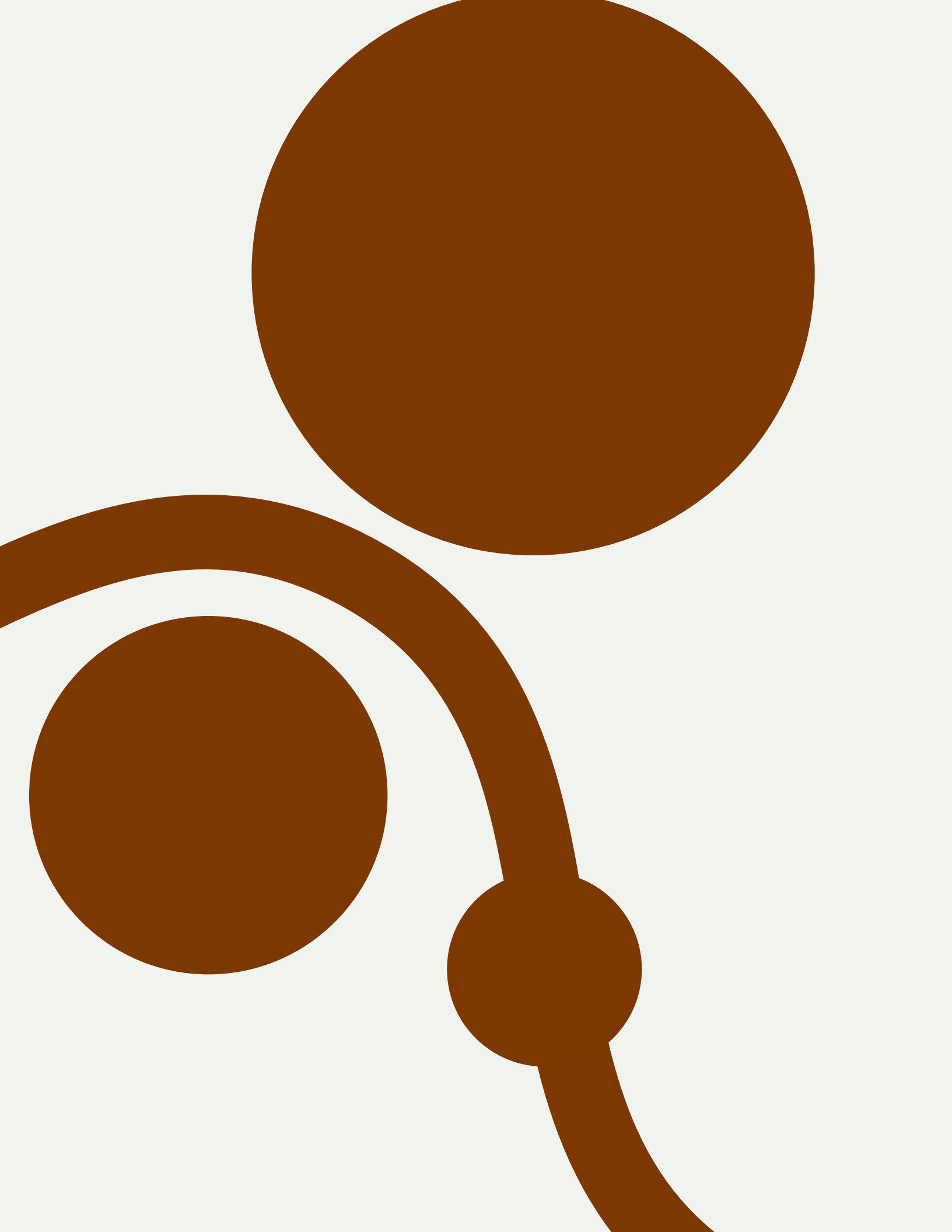
### Using the Zoning Table

The table on the following page represents the zoning districts which are generally consistent with the land use categories included in the Future Land Use Plan. As new zoning districts are created, this table may be updated as an amendment to the Comprehensive Plan.

For each Land Use Category, parcels within each category may be rezoned to other zoning districts consistent with the Land Use Category, indicated with a “Yes”. Zoning districts which are not consistent are inappropriate for parcels within that Land Use Category. Existing zoning which is inconsistent with the Future Land Use Category is allowed, but should only be rezoned to a consistent zoning district if a property is requested to be rezoned.

Zoning Districts																					
Land Use Category	Residential Zones						Commercial Zones						Industrial Zones								
	R-1	R-2	R-3	R-4	R-5	R-6	O	O/I	B-1	B-2	B-3	B-4	B-5	I-P	I-1	I-2					
	Low Intensity						Yes	No	Yes	No	No	No	No	No	No	No	No				
							No	No	Yes	Yes	No	No	No	No	No	No	No	No			
							Medium Intensity				No	No	No	Yes	Yes	No	No	No	No	No	No
											High Intensity				No	No	No	Yes	Yes	No	No
	Downtown						No	No	No	No					No	No	Yes	No	No	No	
							Industrial						No	No	No	No	No	Yes	No	No	No
	Open Space												Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	No
							Public/Semi-Public						Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes





## Zoning Ordinance 0002-25

An ordinance adopting a Comprehensive Plan for the City of Racine: 2050

The Common Council of the City of Racine do ordain as follows:

Part 1: Pursuant to Section 62.23 of the Wisconsin Statutes, has created a Planning, Heritage and Design Commission, which serves the role of the City of Racine Plan Commission; and

Part 2: It is a duty and function of the Planning, Heritage and Design Commission, pursuant to Section 62.23 (2) of the Wisconsin Statutes, to make and adopt a comprehensive plan for the development of the City, and to recommend that the City Common Council adopt the comprehensive plan; and

Part 3: In accordance with Section 66.1001(2) of the Wisconsin Statutes, the report titled “A Comprehensive Plan for The City of Racine: 2050” includes the following 11 elements: Community Context; Equity; Sustainability and Resiliency; Smart City; Land Use; Housing; Economic Development; Transportation and Mobility; Parks, Open Space and Environment; Community Facilities and Utilities; and Implementation; and

Part 4: The City duly noticed and held a May 5, 2025, public informational meeting held before the Planning, Heritage and Design Commission, and a June 16, 2025, public hearing held before the Planning, Heritage and Design Commission on the comprehensive plan following the procedures in Section 66.1001 (4)(d) of the Wisconsin Statutes; and

Part 5: Pursuant to Sections 62.23 (3)(b) and 66.1001 (4)(b) of the Wisconsin Statutes, the Planning, Heritage and Design Commission hereby recommends to the City of Racine Common Council the approval of the comprehensive plan embodied in the report titled “A Comprehensive Plan of the City of Racine: 2050” as the City comprehensive plan.

Part 6: The City of Racine Common Council approves the comprehensive plan embodied in the report titled “A Comprehensive Plan for the City of Racine: 2050” as the City comprehensive plan and that an Ordinance be enacted adopting the Comprehensive Plan.

Part 7: This ordinance shall take effect upon passage by a majority vote of the members-elect of the City Common Council and publication or posting as required by law.

Fiscal Note: N/A

Pursuant to Wisconsin Statutes section 62.09(8)(c), the mayor shall have the veto power as to all acts of the common council, except such as to which it is expressly or by necessary implication otherwise provided. All such acts shall be submitted to the mayor by the clerk and shall be in force upon approval evidenced by the mayor’s signature, or upon failing to approve or

disapprove within 5 days, which fact shall be certified thereon by the clerk. If the mayor disapproves, the mayor's objections shall be filed with the clerk, who shall present them to the council at its next meeting. A two-thirds vote of all the members of the council shall then make the act effective notwithstanding the objections of the mayor.



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Mayor Cory Mason





# WHITE PAPER

## Community Engagement Report for Racine's Comprehensive Plan

July 2022



Prepared for the City of Racine on behalf of  
Payne Consulting  
by Santiago Global Consulting

# Table of Contents

EXECUTIVE SUMMARY.....	3
COMMUNITY INPUT .....	3
I. HOUSING .....	4
I.A. DEMOGRAPHICS.....	4
I.B. HOUSING & RESIDENTIAL STRENGTHS & WEAKNESSES.....	5
I.C. HOUSING SECURITY.....	5
II. TRANSPORTATION .....	6
II.A. MODES OF TRANSPORTATION .....	6
II.B. TRANSPORTATION SYSTEM: STRENGTHS & WEAKNESSES.....	6
II.C. HOLES IN THE PUBLIC TRANSPORTATION SYSTEM.....	7
III. UTILITIES & COMMUNITY FACILITIES .....	8
III.A. SERVICES & FACILITIES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS .....	8
III.B. COMMUNITY CENTERS: A TALE OF TWO CITIES .....	9
III.C. YOUTH: AMENITIES RANKED BY PRIORITY .....	11
IV. ISSUES & OPPORTUNITIES.....	12
IV.A. DESCRIBING THE CITY NOW .....	12
IV.B. CITY IMAGE & IDENTITY .....	13
IV.C. NEIGHBORHOOD CONSIDERATIONS.....	16
IV.D. NEIGHBORHOOD IMPROVEMENTS .....	18
IV.E. NEIGHBORHOOD BOUNDARIES.....	19
IV.F. FUTURE RACINE.....	20
V. AGRICULTURAL, NATURAL, & CULTURAL RESOURCES .....	23
V.A. CULTURAL RESOURCES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS.....	23
V.B. NATURAL & RECREATIONAL RESOURCES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS.....	24
VI. ECONOMIC DEVELOPMENT .....	25
VI. BUSINESS-OWNER PRIORITIES .....	25
VI. DISAGGREGATED BUSINESS-OWNER FEEDBACK .....	26
VII. INTERGOVERNMENTAL COOPERATION .....	27
VIII. LAND USE .....	29
VIII.A. MORE OR LESS BUSINESSES/ORGANIZATIONS.....	29
VIII.B. RANKING DIFFERENCES BASED ON DEMOGRAPHICS.....	30
VIII.C. ADDING AMENITIES TO THE COMMUNITY.....	31
VIII.D. UNWANTED FEATURES OF THE COMMUNITY.....	34
IX. SUSTAINABILITY .....	36
IX. SUSTAINABILITY INITIATIVES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS.....	36
X. DEMOGRAPHICS.....	37

# Executive Summary

The following white paper provides an analysis of community input regarding aspects of City of Racine's Comprehensive Plan. Data was collected throughout June 2022.<sup>1</sup> Over 2000 individuals gave feedback for this report: 1865 Racine residents, 193 non-residents, and additional public participants who attended community outreach events described below. Community input was gathered through the following four data sources:

- ◆ An online city-wide survey
- ◆ An online "mini-survey" targeting youth and residents of color
- ◆ Four community conversations with different populations, and
- ◆ Mapping and neighborhood naming activities at three community outreach events.

The report is organized according to the proposed sections of Racine's Comprehensive Plan. Respondent demographic and attendance data can be found in the last section of this report.

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## CITY-WIDE SURVEY

The city-wide survey collected responses from 1456 Racine residents. Data was weighted and has a margin of error of +/- 2.0% with a 95% confidence interval. Essentially, what this means is in 95 out of 100 cases, the results based on the survey's sample will differ by no more than 2 percentage points in either direction from what would have been obtained by interviewing all Racine residents. Additionally, 193 non-residents completed the city-wide survey (36% work in the city, 10% own rental property, and 6% own businesses.) This report focuses largely on resident input and notes when data points include data from non-residents.

## MINI-SURVEY

In order to solicit responses from historically underrepresented voices, a separate shorter survey was conducted to assess priority areas.

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## Data Sources

### COMMUNITY CONVERSATIONS

Input also came from four community conversations held between June 14-23, 2022. Participating residents were representative of Racine's demographics: Young people (14-20 years old), small & minority-owned businesses, African Americans, and Hispanics/Latinos.

### COMMUNITY OUTREACH EVENTS

At three Racine Bounces Back community outreach events, residents completed a mapping activity, showing what they would add to the community and where, and a neighborhood naming activity, where they drew a boundary around the area that they considered to be their neighborhood and gave the area a name.

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<sup>1</sup> Community input collected in this report reflects recent public concerns regarding Racine's crime rate during this period, as fatal shootings had reached 6 homicides, compared with 3 homicides by June the following year.



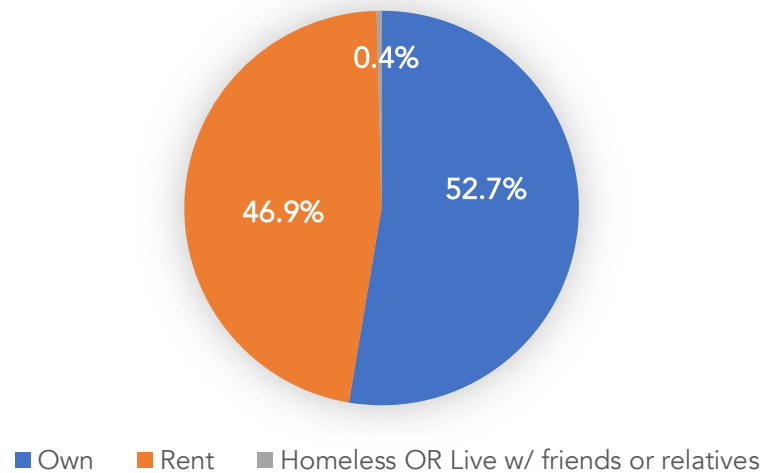
# Community Input

## I. HOUSING

### I.A. Demographics

The majority of Racine residents live in the 53402 and 53403 zip codes with 45% of all residents living their whole lives in Racine. 53% of Racine residents are homeowners and 47% renters. 61% live in detached single unit houses.

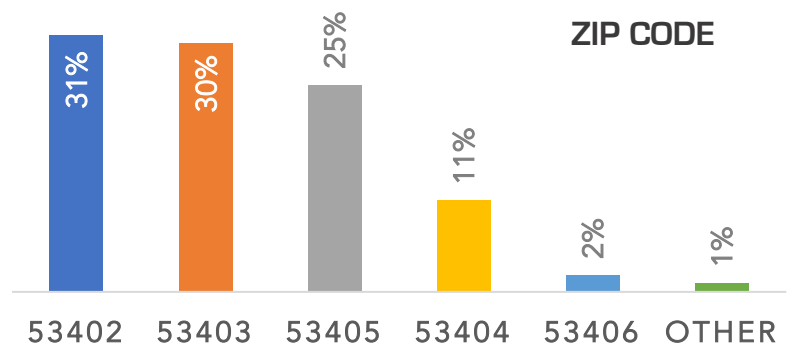
HOUSING STATUS



HOW MANY PEOPLE LIVE WITH YOU?

1	25%
2	35%
3	17%
4	13%
More than 4	9%
Prefer not to say	1%

ZIP CODE



### LENGTH OF RESIDENCY

Overall, 45% of Racine residents have lived in Racine all their lives, and 32% have lived in Racine more than 10 years. The picture changes when looking at race/ethnicity. More than any other race/ethnicity, **60% of all African-Americans living in Racine have lived here their whole lives.**

	All my life	More than 10 years	6 to 10 years	Less than 5 years
Black or African American	60%	27%	3%	10%
Hispanic or Latino	45%	26%	16%	14%
White or Caucasian	39%	36%	11%	13%
Multi-racial/ethnic	32%	38%	15%	14%
Native American or Alaska Native	12%	88%	0%	0%
Asian or Asian American	9%	59%	12%	19%
Native Hawaiian or Other Pacific Islander	0%	35%	0%	65%

## I.B. Housing & Residential Strengths & Weaknesses

Rating Racine's housing and residential areas, more people (residents and non-residents alike) rated **each category as a weakness** rather than a strength. For example, over half (53%) of Racine residents viewed the **availability of affordable rental housing** as a weakness (with only 12% viewing this as a strength). In terms of **housing that appeals to young professionals**: 47% of residents and 60% of non-residents viewed this as a weakness.

	Strength	Neutral	Weakness
The availability of affordable rental housing	12%	36%	53%
Housing that appeals to young professionals	12%	41%	47%
The availability of affordable homes for purchase	18%	36%	46%
Quality of housing	14%	39%	46%
Range of housing options	17%	40%	43%
The value of homes	21%	48%	31%
Housing options for seniors	19%	52%	29%

### Top 3 housing and residential areas that need the most improvement

The availability of affordable rental housing	51%
Quality of housing	50%
The availability of affordable homes for purchase	46%

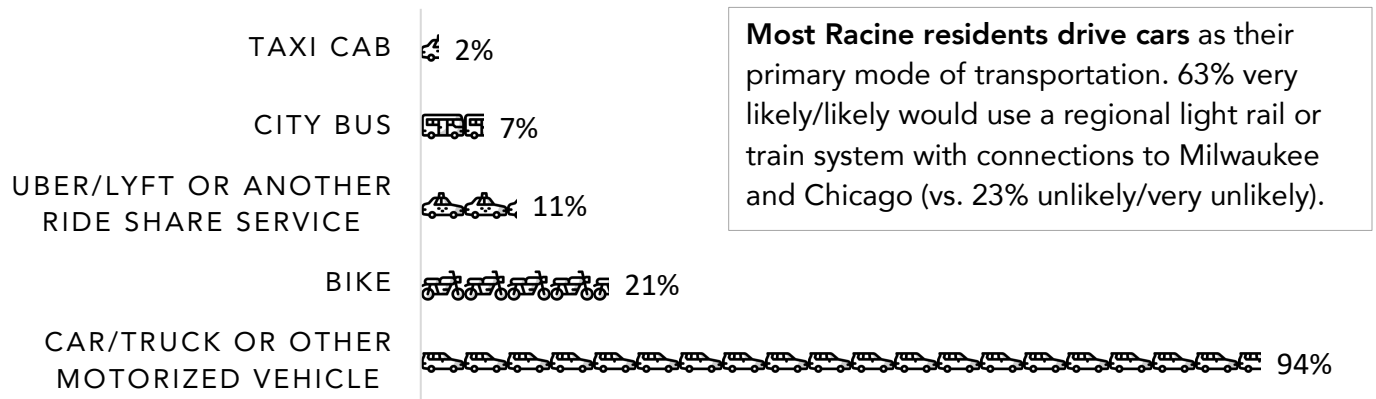
## I.C. Housing Security

During the Community Conversations, Hispanics/Latinos (H/L), African-Americans (A), and business owners (B) cited **lack of housing security and options** as one of the most important community development issues, especially in light of rising costs:

- "The #1 thing that I hear from the people sitting in my cab is about housing. They can't afford to rent a 3-bedroom apartment" (B).
- "There's only income-based housing or 2-bedroom apartments for \$1500/month. Nothing in between that is affordable for working people" (A).
- "If you're not secure in your housing, it doesn't matter if you have a part-time job you can't do much else" (B).
- "Rent is insane, getting houses, getting loans, options for low-income people...that may be the most important because if you're paying too much for rent and not getting the salary to go along with that rent, you don't have extra money" (B).
- "The focus is not on the lack of economic funding like it should be. There are people out here on subsidized housing that will not progress or get better paying jobs for the fear of losing affordable housing" (H/L).

## II. TRANSPORTATION

### II.A. MODES OF TRANSPORTATION



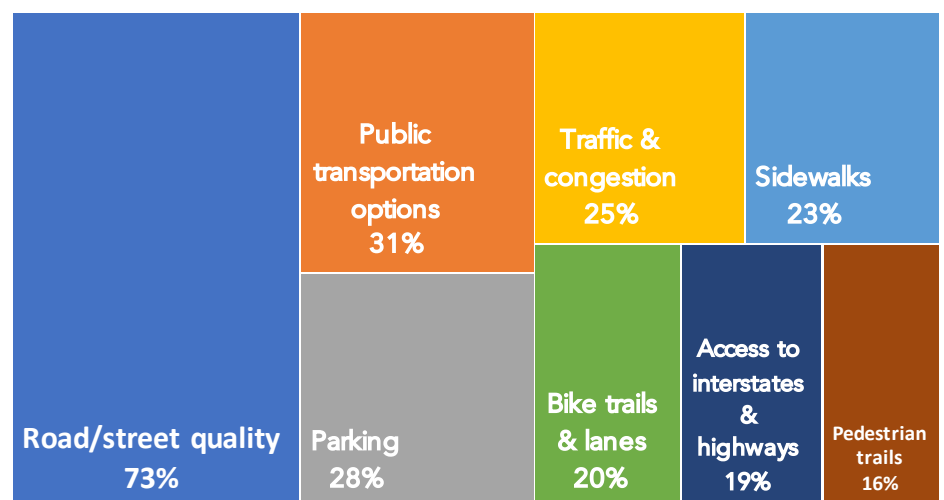
### II.B. TRANSPORTATION SYSTEM: STRENGTHS & WEAKNESSES

Racine residents viewed access to interstates and highways most positively. However, **road/street quality** received the most negative feedback, with 61% of residents viewing it as a weakness.

	Strength	Neutral	Weakness
Access to interstates and highways	45%	37%	18%
Sidewalks	34%	49%	17%
Bike trails and lanes	25%	53%	21%
Traffic and congestion	25%	52%	23%
Public transportation options	23%	53%	24%
Pedestrian trails	23%	54%	23%
Parking	21%	53%	26%
Road/street quality	11%	28%	61%

In terms of Racine's transportation system, **73% of residents said road/street quality was the area needing the most improvement.**

The next most cited category (31%) was the desire for more public transportation options.  
\*Residents could choose up to 3 categories.





## II.C. Holes in the Public Transportation System

In the Community Conversations, addressing **holes in public transportation system** (including school buses) was a theme with young people (Y), Hispanics/Latinos (H/L) and business owners (B):



### Connecting Racine workers to jobs:

- "People can't get to their job or home from their job without having to waste 90 mins bouncing all around trying to catch a bus" (B).
- "There are more factory-based jobs coming to Racine but getting to them is difficult; especially if you don't have descent transportation. My teenage kids work in the inner-city and walk to and from work. They make less at the McDonald's closer to our home doing the same job as their friends who work for McDonald's in better areas. I can't get them to another location paying more, so this limits them" (H/L).
- "They are segregating us so people in the city can't get out into the county. I would like to see the county integrated into the city. Good wages should be available anywhere in the city" (H/L).
- "You can only go so far in this city and you can't get out. There is no bus that goes to 4 Mile Rd. So how are people that need to get out there getting to where they need to be? You can't get to Mt. Pleasant or Sturtevant it stops in the city of Racine" (B).
- "The city buses only go so far, and you can't even take one of the little Scooters around, if you get to the city edge the scooter literally stops. The scooter will cut off in certain parts of the city, that's why you see them lying on corners around in some areas of the city" (B).



### School Transportation:

- "You have to live a certain number of miles away from the school to get bus transportation" (Y).
- "You're not allowed to miss 3 consecutive days of the bus. I would go to my dad's house and be with him for 3 days and then I found out that they cut the bus line/bus stop from my mom's house because I wasn't out there often enough" (Y).

# III. UTILITIES & COMMUNITY FACILITIES

## III.A. SERVICES & FACILITIES: RANKED IMPORTANCE AND NEEDED IMPROVEMENTS

After roads/street conditions, a number of services and facilities (public utility services; fire, rescue, and police; and street lighting) ranked high (97%, 96%, and 95%) in importance, but relatively low (20%, 39%, and 40%) in terms of needing improvement.

By comparison, **public schools ranked both high in importance (86%) and in needing improvement (58%).**

**How important are the following services and facilities to you?**

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Conditions of roads/streets	98%	2%	0%
Public utility services (water, waste, etc.)	97%	3%	1%
Fire, rescue, and police	96%	4%	1%
Street lighting	95%	3%	1%
Public schools	86%	10%	5%
Availability of parking	84%	11%	5%
Handicap Accessibility	80%	15%	5%

**Which services and facilities need the most improvement?**

Conditions of roads/streets	71%
Public schools	58%
Street lighting	40%
Fire, rescue, and police	39%
Public utility services (water, waste, etc.)	20%
Availability of parking	17%
Handicap accessibility	10%

## III.B. Community Centers: A Tale of Two Cities

One of the most significant ranking disparities relates to the importance of Racine's community centers for different populations in Racine.

When offered in a list of neighborhood priorities on the city-side survey, community centers ranked comparatively low (57%) in terms of importance (with 18% ranking them unimportant/very unimportant) for Racine's overall population.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Crime rate	98%	2%	0%
Property maintenance	94%	5%	1%
Housing quality and appearance	94%	5%	1%
<b>Community centers</b>	<b>57%</b>	<b>25%</b>	<b>18%</b>

However, when income levels or race/ethnicity are disaggregated, vast differences emerge.

White or Caucasian	40% ↓
Hispanic or Latino	65% ↑
Black or African American	86% ↑

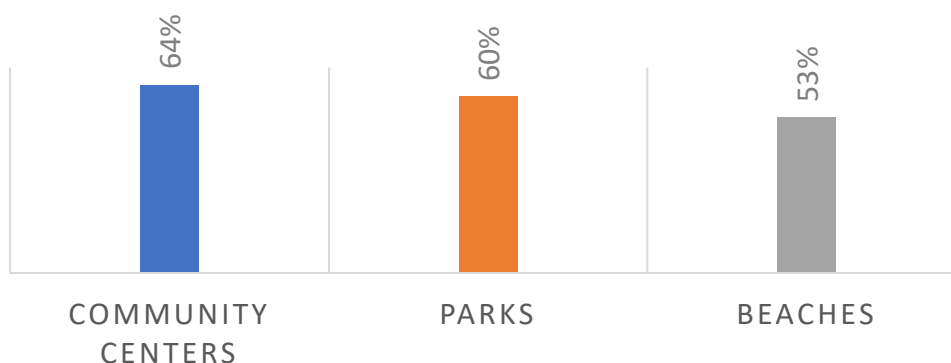
Community Centers are more important for **African-Americans and Hispanic/Latinos** than White community members.

Over \$100,000	38% ↓
Under \$15,000	83% ↑

Community Centers are more important for **those who making less than \$15,000 per year** vs. those whose incomes are over \$100,000.

**Key Question: In your opinion, list in ranking from most important to least important, the amenities that you value most about Racine**

On the Mini-Survey, African-American and Hispanic/Latino community members shared the same ranking for the top three amenities that they valued about Racine, with community centers ranked the highest of all community facilities:





## Community Amenities Ranked by Levels of Importance

The complete breakdown in ranking priorities on the mini-survey for African-American and Hispanic/Latino community members is as follows with Community Centers, Parks and Beaches the most important amenities for both groups. Bike trails and the art museums were ranked the least important for both groups:

### African American residents

	Important (1-3)	Neutral (4)	Unimportant (5-7)	Blank
Community Centers	69%	6%	13%	12%
Parks	67%	10%	13%	10%
Beaches	53%	14%	20%	13%
Racine Public Library	49%	18%	22%	12%
Racine Zoo	26%	12%	47%	15%
Wustum & RAM Art Museums	19%	7%	61%	14%
Bike Trails	16%	11%	58%	15%

### Hispanic/Latino residents

	Important (1-3)	Neutral (4)	Unimportant (5-7)	Blank
Community Centers	58%	11%	24%	7%
Parks	53%	18%	22%	7%
Beaches	53%	16%	22%	9%
Racine Public Library	47%	11%	33%	9%
Racine Zoo	47%	13%	33%	7%
Bike Trails	23%	7%	61%	9%
Wustum & RAM Art Museums	22%	4%	64%	9%

### III.C. Youth: Amenities Ranked by Priority

The mini-survey gathered the opinions of youth, a total of 149 youth under the age of 30 responded with 108 of those were age 21 and under. The survey specifically asked how youth ranked the amenities below.

When the data was disaggregated by age groups, the following differences in priorities emerge:

- Community centers were the most important amenity for those under 18, followed by beaches. Community centers fell to third place for 18-21 year olds.
- Parks were the most important amenity for 18-21 year olds, followed by the Racine Public Library.
- Comparatively, bike trails were the least important amenity for those under 30, followed by the Wustum and RAM Art Museums.

#### Community Amenities Ranked as Important (1-3) by Residents Under 30

	Under 18	18-21	22-24	25-29
Community Centers	83%	58%	64%	58%
Beaches	67%	56%	57%	50%
Parks	66%	77%	50%	63%
Racine Public Library	36%	73%	67%	48%
Racine Zoo	24%	52%	36%	33%
Wustum & RAM Art Museums	24%	40%	29%	13%
Bike Trails	21%	24%	7%	17%





## IV.B. City Image & Identity

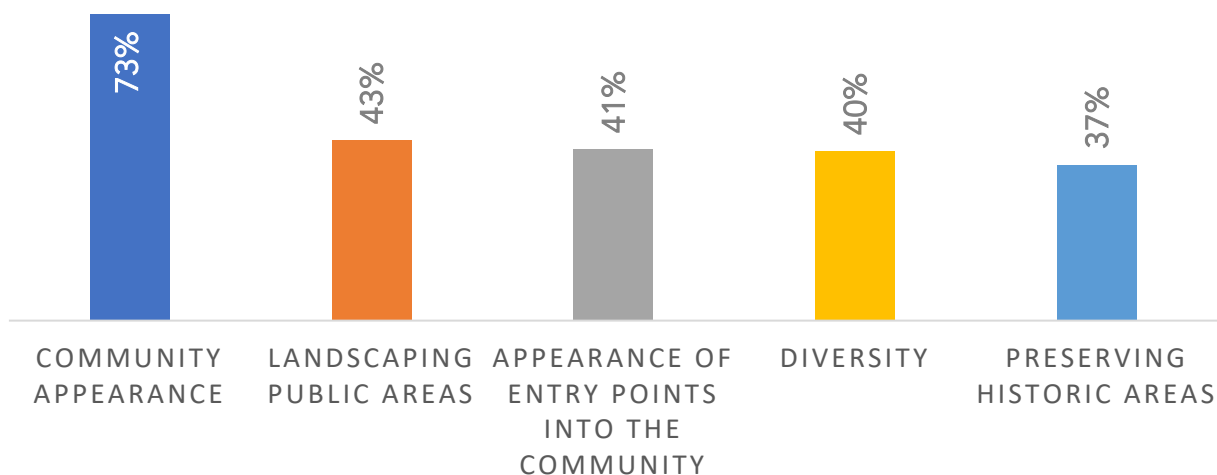
### Which areas of Racine's image and identity are the most important to you?

Community appearance ranked the most important area of Racine's image and identity for Racine's overall resident population, followed by Landscaping public areas.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Community appearance	94%	5%	1%
Landscaping public areas	88%	9%	3%
Preserving historic areas	82%	14%	4%
Appearance of entry points into the community	79%	16%	4%
Diversity	76%	15%	9%

### Key Question: Which areas of the community's image and identity need the most improvement?

Corresponding to the ranking of areas of importance to Racine's image and identity, Community appearance outweighed all other categories.



### Differences in Ranking by Race/Ethnic Groups

In terms of Racine's image and identity across different race/ethnic groups, "Community appearance" maintained top priority, ranked at 95% for African-American, and 94% for both Hispanic/Latino and White community members. However, ranking the importance of Diversity showed the most statistically

significant differences between race/ethnic groups. 89% of African Americans ranked Diversity as Very Important/Important compared to only 66% of White/Caucasian residents. The colors/arrows below indicate statistically significant low or high results.

## The Importance of Neighborhood Diversity by Race/Ethnic Group

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Black or African American	89% ↑	5% ↓	6%
Hispanic or Latino	87% ↑	12%	1% ↓
White or Caucasian	66% ↓	21% ↑	13% ↑
Multi-racial/ethnic	67%	15%	18%
Native American or Alaska Native	84%	16%	0%
Asian or Asian American	84%	5%	11%
Native Hawaiian or Other Pacific Islander	35%	65%	0%
Prefer not to say	51% ↓	20%	30% ↑

There was a similarly significant divide across race/ethnicity when residents asked which areas of the community's image and identity need the most improvement. Whereas 64% of African-Americans said Diversity needed

improvement, only 26% of White residents agreed. Only 30% of African-Americans felt "Landscaping Public Areas" needed improvement vs. 49% of White residents, 42% Hispanic/Latinos, and 66% Asian/Asian-Americans.

### Key Question: What is one thing you would change about Racine? Why?

On the Mini-survey, following calls for reduced crime, gun violence, and police harassment, two other main themes emerged: First, residents wanted **increased activities and programming for youth**, and **more resources to build the community**. For instance, "More resources for urban community. Youth need more than guns, they need training and trades," and "We don't advertise our resources to help the community."

Similarly, in the Community Conversations, when asked what was the most important community development issue for Racine, residents in all community conversations mentioned the need to **develop safe activities for kids** that would keep them off the streets. This includes updating playgrounds and better utilizing community centers with **diverse activities for youth beyond sports, with improved engagement for Hispanic/Latino residents**.

- "I think that some of our playgrounds are overdue for some remodeling, not only for the safety of the kids but it engages younger kids and older kids that could come out of their houses and actually do something" (Y).
- "I have a teenage daughter and it's to the point that I don't feel comfortable letting her go places. The city is not a great place to raise children right now" (A).
- "We need more resources and options for Hispanic and Latino children who live in this community. There is also no one the Dr. Martin Luther King Jr. Community Center that speaks Spanish. No one here that looks like me or talks like me to make me or my children feel "welcome" here" (H/L).
- "I remember coming to this community center and I learned how to sew, paint, and did pottery. There's no longer an art room or other options for kids besides sports" (H/L).

## Key Question: What else can be done to improve our community?

During the Community Conversations, for African-Americans (A) and Youth (Y), intergenerational engagement and improved communication was a major theme:



### Intergenerational Engagement

- “Intervention of Parenting - They don’t know how to raise their kids, they don’t teach them right from wrong. How can we encourage these parents and how do we reach them?” (A)
- “There should be opportunities that are fun or maybe somewhat serious activities for kids to connect with their parents because I feel like sometimes it is hard for kids and teens to tell their parents things because they are afraid they are going to get shut-down or they are afraid what will happen next, or so that they can have connecting moments with their parents, so that you can really connect and tell your parent everything” (Y).
- “Conversations - Get 5-7 young adults to start talking to 13/14/15-year olds. The stuff kids are doing now, we got to stop blaming people. Kids nowadays come to school smelling like weed because their parents are doing that in the house and car. We need to get 17, 19 and 20-year-old young people and have them start addressing these kids. We need to speak life into these kids” (A).
- “Youth Panels - open for them to be authentic and we should target the kids from the rougher households. Explain to them that we also came from where you are at and y’all can do this and don’t have to be stuck” (A).



### Community Clean-Up

Ways to clean up the community was also discussed across all four community conversations:

- “Community clean-up events- Young Leaders Academy (YLA) has done these in the past. Gilmore just had one last month as well. These need to take place in the city more than just on Earth Day” (Y).
- “Giuliani...did a good job cleaning up New York City. He put into place what was called the “Broken Window Act” which meant that they cracked down on the minor things, breaking of windows, jaywalking etc. They were prosecuting for those little things. That Act also encouraged people to clean up their yards; cut their grass, trim bushes, clean up their garbage cans. Make your homes and places look beautiful because your yard reflects you” (A)

Note: Hispanics/Latinos and Small Business Owners community conversations did not have time to answer this question.

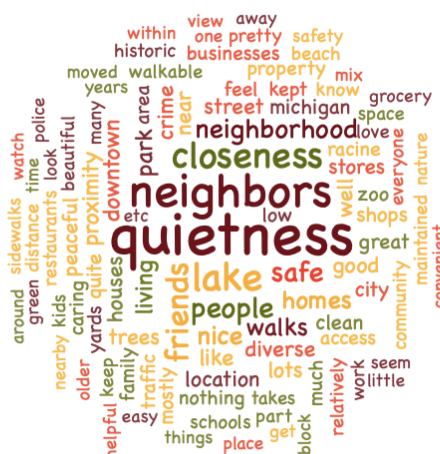


## IV.C. Neighborhood Considerations

### Key Question: What do you like most about your neighborhood?

On the City-wide Survey, the most prominent theme in respondents' answers to this question was the quietness of their neighborhood, an idea frequently linked to safety and cleanliness. For instance,

- "It's safe, quiet, no shootings unlike where I used to live, no partying loud outside through hours of the night and people keep up their yards and homes."
- "Feel safe, clean, people take pride in their homes. Police live nearby. Quiet, no major development nearby, no apartment complexes."



The two other most prominent themes that emerged were the friendliness of neighbors and proximity of the neighborhood to desirable things, which largely centered on Lake Michigan. Representative responses include:

- "Most of the neighbors have lived in the area for a long time and everyone looks out for each other and have become great friends."
- "Close to Lake Michigan, more of people who are retired and are very helpful and nice. Lots of people walking dogs too!"
- "Great for walking, close to the lake, it's quiet, and our neighbors are friendly!"

### Neighborhood Priorities

In terms of importance, there was broad agreement by Racine residents that the crime rate, housing quality and appearance, and property maintenance were the most important priorities when thinking about their neighborhoods. These areas showed little to no change in statistical significance when individual demographic categories were taken into account.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Crime rate	98%	2%	0%
Property maintenance	94%	5%	1%
Housing quality and appearance	94%	5%	1%
Access to fresh foods	88%	8%	4%
Neighborhood parks	84%	9%	7%
Ability to walk to stores and services	69%	14%	17%
Diversity of neighbors	67%	18%	15%
Access to transportation	61%	20%	19%
Community centers	57%	25%	18%

## Differences in Priorities Across Demographics

However, there was significant disagreement across certain demographics regarding the four other neighborhood priority areas: Ability to walk to stores and services, diversity of neighbors, community centers, and access to transportation. The responses for other demographic group not listed below were excluded because they showed no statistical significance.

\*Note: Differences in the ranking of Community Centers is featured on section III.B. of this report.



### The ability to walk to stores and services is...

Own	59% ↓
Rent	81% ↑

More important for **those who rent** vs. those who own houses.

53402	60% ↓
53403	80% ↑

More important for **those in the 53403** zip code while less important for those in 53402.

White or Caucasian	57% ↓
Hispanic or Latino	81% ↑
Black or African American	86% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.



### The diversity of neighbors is...

Own	61% ↓
Rent	74% ↑

More important for **those who rent** vs. those who own houses in Racine.

White or Caucasian	56% ↓
Hispanic or Latino	78% ↑
Black or African American	82% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.



### Access to Transportation is...

Detached single unit house	54% ↓
Multi-unit building	79% ↑
Senior living/assisted living facility	95% ↑

More important for **seniors & those living in multi-unit buildings** than those in single unit houses.

Own	50% ↓
Rent	74% ↑

More important for **those who rent** vs. those that own houses in Racine.

Over \$100,000	38% ↓
Under \$50,000	76% ↑

More important for **those making less than \$50,000 per year** vs. those whose incomes are over \$100,000.

White or Caucasian	47% ↓
Hispanic or Latino	68% ↑
Black or African American	88% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.

## IV.D. Neighborhood Improvements

For the overall population of Racine, the top three neighborhood improvements desired were the crime rate, property maintenance and housing quality and appearance.

Crime rate	57%
Property Maintenance	38%
Housing quality and appearance	36%
Access to fresh foods	25%
Neighborhood parks	23%
Ability to walk to stores and services	20%
Community centers	15%
Diversity of neighbors	13%
Access to transportation	9%

When asked to explain their answer, residents closely connected rising crime rates with lowering housing value and quality, resulting specifically in the desire to move out of Racine. Representative responses indicating this sentiment include:

- “Crime in the city is rampant. We need more, better paid officers or we won’t be able to stay here. Having home ownership over rentals helps with property value.”
- “Having a neighborhood that is unsafe and in disrepair drives good productive people to move out drives down house values raises crime rates.”
- “I live in a neighborhood near the zoo and lakefront. I love my home and location, but the rising crime and blighted property are making me think of moving out of Racine.”



After crime rate, property maintenance and housing quality and appearance were the next two choices most often selected by respondents for needing the most improvement.

**Taken together, categories related to housing upkeep surpass concerns related to Racine’s crime rate.** Representative responses related to property maintenance and housing quality and appearance include:

- “Two neighbors have really brought the appearance of the neighborhood down by parking cars on their lawn and not taking care of their lawn.”
- “Homes are aging and in need of care. Neighbors maintain their lawns on a low level and when do they allow their debris to land on my property all the time while I am very courteous and sweep cut grass or remove snow that may float to their property. Alley is used as parking lots. I don't feel safe entering my driveway in the alley at night, expressed my concern to police with no assistance (told too busy, no man power) and here we have a cop house right at the corner!”



## IV.E. Neighborhood Boundaries

During the community outreach events, residents completed a neighborhood naming activity, where they drew a boundary around the area that they considered to be their neighborhood and gave the area a name. Their responses are below. Note: Some participants kept the original name of the neighborhood.

### Chavez Center Area

- ◆ **"Summerset Lane** - The area enclosed inside of the following streets; Anthony Lane, Romaine Avenue, Mt. Pleasant Street, and Melvin Avenue."
- ◆ **"Damenica's Neighborhood** - The area enclosed inside of the following streets; Layard Avenue, Mt. Pleasant Street, Rapids Drive and Douglas Avenue."
- ◆ **"Horlick Gilmore** - The area enclosed inside of the following streets; Goid Street, Mt. Pleasant Street, Yout Street, Georgia Avenue, Northwestern Avenue, Kewaunee Street, Summit Avenue, High Street, N. Memorial Drive, Rapids Drive and Douglas Avenue."
- ◆ **"Douglas Park** - The area enclosed inside of the following streets; Douglas Avenue, Romaine Avenue, Superior Street, and Goid Street."
- ◆ **"North Beach** - The area enclosed inside of the following streets; Walton Avenue, North Main Street, Goid Street, Michigan Boulevard, High Street, and Geneva Street."
- ◆ **"High Life** - The area enclosed inside of the following streets; Kingston Avenue, LaSalle Street, Isabelle Avenue and Charles Street."

### Humble Park Area

- ◆ **"Pritchard** - The area enclosed inside of the following streets; 21st Street, Kentucky Street, Durand Avenue and Roosevelt Avenue."
- ◆ **"Humble Park** - The area enclosed inside of the following streets; Blue River Avenue, Blaine Avenue, Durand Avenue and West Lawn Avenue."
- ◆ **"Youth Sports Center** - The area enclosed inside of the following streets; 21st Street, West Blvd, Olive Street, and Grove Avenue."
- ◆ **"Humble Park II** - The area enclosed inside of the following streets; 19th Street, Hayes Avenue, 21st Street, and Blaine Avenue."
- ◆ **"No Name Identified Area** - The area enclosed inside of the following streets; Ashland Avenue, 21st Street, Taylor Avenue, 20th Street, Kearney Avenue, 20th Street (jog over), Case Avenue, and Olive Street."

## IV.F. Future Racine

**Key Question: What makes Racine different from other places and what can we do to market/promote the uniqueness of our community?**

In the Community Conversations, Hispanics/Latinos (H/L), African-Americans (A), business owners (B) and young people (Y) were asked about Racine's uniqueness and marketing potential.

Promotional ideas to market the City include billboards in surrounding areas, and making Racine a destination city. For instance, "I am originally from Chicago and feel Racine is a haven. If Chicagoans only knew how wonderful it is in Racine. Consider a billboard in Chicago!" and "Make it a destination to visit for the day. A bike riding destination. Some place you can get a nice lunch on Saturday morning." Other themes within their responses are as follows:



### Hold Festivals & Special Events

- "First Fridays - We used to do a really good job bringing the community together" (Y).
- "Greek Fest and there was a Fair at the mall a couple years ago ...that was really nice and with stuff like that if we bring that back and we advertise it or we put posters out" (Y).
- "First Fridays/Pop-up Festivals downtown, it's right by the lake so it's so beautiful" (B).
- "4th of July Parade- is one of the most talked about parades in the country" (A)
- "We should be hosting events at each of the centers. There should be a universal calendar for the events going on in the city" (H/L).



### Encourage the Arts

- "The murals downtown look really nice. When I go downtown I like to stop and take a picture of them, like those big chairs that are really fun" (Y).
- "Murals - painted around the city by artists that do their work here I feel like that would give it a little more charm. Then it would be a city with a lot of arts" (Y).

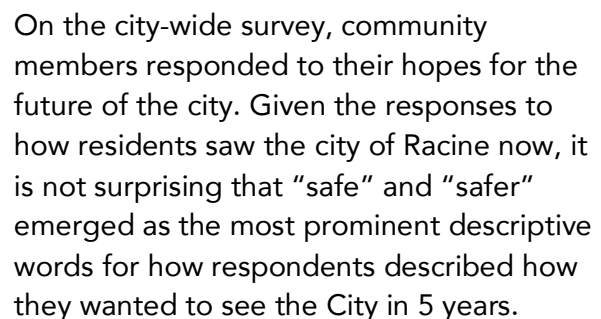


### Highlight Natural Resources

- "The lake front is huge for us and can generate a lot of money by bringing in tourists" (A).
- "We have the boats and marina. We should be doing things to make it more for the inner city people like making a boardwalk down there" (H/L).
- "Racine hits a lot of lists on the things that people don't want to talk about, but it does hit the top of the list for our beach. North Beach every year it's in the top 3 across the entire country for being a beautiful beach." (B)
- "I think the city needs to market Racine by promoting our great beaches, walking paths, picnic areas, gardens, bird watching, etc., and by partnering with Sierra Club and Audubon groups, garden clubs, etc., and offering kayak rentals, sailing lessons, swimming lessons, birdwatching tips, and cross-country skiing to residents."



- Key Question: What is one word to describe how you would like to see the City of Racine in 5 years?**



In the Community Conversations, participants were similarly asked, **If you could picture Racine five years from now, how would it look? What would be different?**

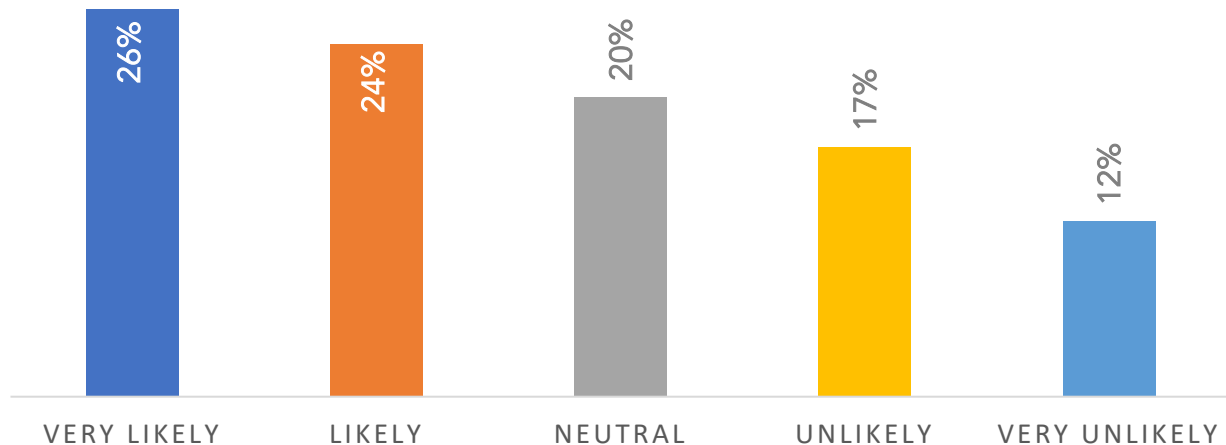
a brick building. It's out of our reach to do that as small business owners."

From all community conversations, **more youth investment through increased youth activities and improved education** was something residents hoped for Racine's future. One person said, "We need more youth led programs, more youth involvement in the community." Another mentioned lack of education as "what is making Racine one of the worst places for black people."



## Key Question: How likely are you to stay in the City of Racine in the future?

In the City-wide Survey, residents' response to the likelihood of staying in Racine in the future was mixed, with 50% indicating the positive response of Very likely or likely.



In the “explain your answer” section of this question, most comments pertained to staying in Racine due to personal and professional connections. While almost a quarter of the comments were positive or hopeful regarding the City, approximately 50% of the comments contained complaints including fears over crime and violence as the predominant category, followed by taxes, lack of amenities and opportunities, dissatisfaction over rising costs and city decline and mismanagement by city leadership.

## V. AGRICULTURAL, NATURAL, & CULTURAL RESOURCES

### V.A. Cultural Resources: Ranked Importance And Needed Improvements

Overall, Racine residents ranked recreational activities, community events, and entertainment the highest in terms of importance of cultural resources.

**Key Question: How important are the following cultural resources to you?**

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Recreational activities	92%	6%	2%
Community events	89%	8%	3%
Entertainment	87%	10%	3%
Library	84%	11%	4%
Zoo	82%	10%	8%
Museums	79%	14%	7%
Performing arts	78%	16%	7%
Community centers	70%	19%	10%

**Key Question: Which cultural resources need the most improvement?**

Those resources selected by Racine residents for needing the most improvement also mirrored the top three resources that were deemed most important for residents.

However, it is important to note that, despite high percentages of residents viewing these resources as very important/important, 50% or less of Racine residents ranked these cultural resources as needing improvement.

Recreational Activities	50%
Community events	47%
Entertainment	37%
Community centers	33%
Zoo	26%
Museums	21%
Performing Arts	19%
Library	18%

## V.B. Natural & Recreational Resources: Ranked Importance and Needed Improvements

Overall, Racine residents ranked the lakefront, parks, and the beach the highest in terms of importance of natural and recreational resources.

**Key Question: Which natural and recreational resources are the most important to you?**

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Lakefront	94%	5%	1%
Parks	94%	5%	1%
Beach	91%	6%	3%
Preserving natural areas	90%	9%	1%
Walking trails	86%	10%	3%
Bike trails and lanes	79%	13%	8%
Athletic facilities/fields	75%	16%	8%
Aquatic facilities	71%	20%	9%
Dog parks	56%	27%	17%

**Key Question: Which natural and recreational resources need the most improvement?**

The natural and recreational resources that need the most improvement generally corresponded to those ranked as the most important for Racine residents.

However, similar to the responses to cultural resources, it is important to note that, despite high percentages of residents viewing these resources as very important/important, less than half of Racine residents ranked natural and recreational resources as needing improvement.

Lakefront	45%
Beach	38%
Parks	38%
Preserving natural areas	35%
Walking trails	28%
Bike trails and lanes	22%
Aquatic facilities	17%
Athletic facilities/fields	18%
Dog parks	13%



# VI. ECONOMIC DEVELOPMENT

## VI. BUSINESS-OWNER PRIORITIES

The following themes emerged in discussions about economic development, specifically from small-business owners. Participants discussed the creation of a Racine County Business Alliance, and grants, small business loans, and grant education for business owners. Themes also included wage increases to cover rising rents and gas prices. Representative quotes are below:



### **Business Collaboration**

- “Racine County Business Alliance - As small business owners we don’t have one headquarters that is all focused on the same thing. We all have this idea to do something but we all have to get on one accord. We get out there and we do the hard work and we find these grants and we find the owners of these [empty] buildings of these businesses that aren’t being used. We need a group that will make the calls to the mayor. It would be nice to have a team to work with to make that happen.”



### **Need for Small-Business Grants and Loans**

- “Have a limited amount of low or no interest small business loans available for people that live here. They can get a loan when they submit a business plan and stick to that plan for 7 years. People can't say they are opening a Restaurant and bar, Fine dining and then in less than a year it's just another bar. Nope! There are strict guidelines that come with these loans.”



### **Support for Rising Costs**

- “We also need to work on maintaining some of the small businesses that are still in business. How are they going to sustain their business because the economic demand has increased, and they can’t maintain the costs?”



### **Racine Needs Less of...**

- “Licensing for Businesses - I think I spend about \$2000/year just getting licensing for my business. Even if I’m not operating my food truck or a commercial kitchen, I still need to get a business license. I spend a lot of money on licensing.”
- “Business Assessments - You have to do an assessment on your assets. I own a group home for children and a collection agency for the city called me. I didn’t know what she was talking about. She said I still have to value my house and pay taxes on it. This is not my home, it’s my business! Having some knowledge of that would’ve been helpful.”
- “Paid Parking - Coming from the outside it’s a big deal to me. For a city that claims that they are for businesses they should not have customers pay to patronize businesses. We bring a lot of out of towners that come to our business. We have had our place since April 1st and I have already gotten three \$30 tickets. For a business owner it costs me \$8/day to do business here to park in the Downtown area. That is horrible.”

## VI. DISAGGREGATED BUSINESS-OWNER FEEDBACK

Feedback from Racine business-owners, when disaggregated and compared with the average responses of Racine residents, were elevated for business-owners along the following parameters:

<b>Wants More...</b>	<b>Business-owners</b>	<b>Resident Average</b>
Specialty shops/boutiques	<b>75%</b>	50%
Grocery stores	<b>75%</b>	59%
Library branches	<b>62%</b>	58%

### **Needing Most Improvement**

Public Schools	<b>81%</b>	58%
Diversity	<b>58%</b>	40%
Housing that appeals to young professionals	<b>41%</b>	28%

### **Regional Transit**

"Very likely" to use a regional light rail or train system with connections to MKE/CHI	<b>56%</b>	41%
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### **Staying in Racine in the Future**

"Very unlikely"/"Unlikely" to stay in Racine in the future	<b>37%</b>	29%
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# VII. INTERGOVERNMENTAL COOPERATION

**Key Question: What are some services that you think we can work with the surrounding areas to provide?**

During each of the Community Conversations, Youth (Y), African-American residents (A), Small-business owners (B), and Hispanic/Latino residents (H/L), discussed how municipalities (cities, towns, villages, counties, etc.) could work together to provide services in order to avoid duplication of services and share resources. The themes that emerged during the community conversations are described below.



## Youth Performing Arts Collaborations and Programming

Community conversation participants in each of the four groups referenced municipalities collaborating on various youth programming including the creation of a youth consortium, youth camps, a youth governance program, and increasing opportunities for the performing arts. Some representative comments include the following:

- “Performing Arts Competitions - I feel like that would make things livelier. We had a play at Gilmore and we got a lot of support from parents. We put on a musical in three weeks and we had lots of people coming to see the show and it was so heartwarming” (Y).
- “I think that there should be more academies for entertainment in the city, acting academies, for kids to start a career in that. There are kids who are into that so there should be places they can go and learn more about that” (Y).
- “A lot of the school property is not being used during the summer. Some of the schools in Racine have sports centers and tracks. There’s a bunch of places we could be using for camps” (Y).
- “St. Cat’s has a nice theater that they could use. They have nice equipment and props” (Y).
- “Starting next year at Gilmore they will be letting the elementary students use the Theater Guild for their elementary performances...they have so many resources over there” (Y).





## Employment and Food Security

Youth and Hispanic/Latino residents in the Community Conversations discussed the creation and expansion of job opportunities and food drives:

- “The Building on Taylor Avenue - They should expand more and have tents and have more of those around the community or just have more job fairs. We need more job centers. More around in the community instead of just on that one side of town” (Y).
- “People that don’t have much are out on the street. Bring them to a center and give them food for basic needs, and jobs if they need any” (Y).
- “Food Drives - Right when Covid hit or a little after, my boyfriend and I had this food drive and it was downtown right in that parking lot right next to the Library, it was a really nice place because we had an enormous amount of people come in” (Y).
- “There should be programs put in place for people that are incarcerated with felonies for marijuana/drugs and have them work in the city. Give them jobs and teach them instead of just locking them up” (H/L).



## Sharing Resources and Services

Participants discussed various means of the municipalities creating a network of shared resources and services including a wider transportation network, sanitation, police presence, centralized park reservations, and community centers. For instance,

- “Share Ideas - For Example; garbage, snow removal, in the city and the county. Promote the city to get more resources for the city (not just the county)” (H/L).
- “Parks in General - I don’t know if small communities outside of Racine even have any parks” (B).
- “All the municipalities should have communication working with each other. Caledonia, Racine, Mt. Pleasant Police for example, with reservations for parks, they direct you to all different municipalities based on where the park is located. It should all be done at one place in a more centralized location and involving the community members” (H/L).
- “Sharing the abilities to clear snow, and do the clean-up, and share those services between Caledonia and Sturtevant. If they are going to have a heavy weekend for Italian Fest then we should be helping each other out. I am not sure if it is the Sanitation Department or maybe the Department of Public Works” (B).
- “Community Centers- they need to be shared. The Community centers are a hot mess...but we could share resources and keep it open for all of the areas” (B).
- “Police Patrol - the city of Racine says they have a shortage, but Mt. Pleasant might have enough police, so I would like to see them coming more into the city to have more of a police presence” (A).

## VIII. LAND USE

### VIII.A. More or Less Businesses/Organizations

Residents were asked if their neighborhoods could benefit from more or less of the following types of businesses/organizations. Entertainment/attractions and sit down/family restaurants and were rated the highest, while Liquor stores were the least desired, followed by smoke shops and Payday or short term loan offices.

	More	Neutral	Less
Entertainment/attractions	70%	27%	4%
Sit down/family restaurants	68%	30%	2%
Grocery stores	59%	38%	3%
Specialty shops/boutiques	50%	44%	5%
Library branches	48%	48%	4%
Community centers	46%	48%	6%
Museums	45%	50%	5%
Medical facilities	40%	54%	6%
Daycare/childcare facilities	39%	54%	6%
Big box department stores	39%	43%	18%
Schools	38%	56%	5%
Corner stores	35%	47%	18%
Industrial/manufacturing buildings or factories	28%	52%	20%
Hotels/motels	27%	58%	15%
Offices for businesses	26%	63%	11%
Fast food restaurants	23%	52%	26%
Automobile repair shops	21%	68%	11%
Churches/religious facilities	21%	63%	16%
Gas stations	19%	64%	17%
Banks/financial institutions	18%	67%	15%
Self-storage facilities	10%	58%	32%
Bars/taverns/clubs	9%	45%	46%
Storage yards	5%	56%	39%
Payday or short term loan offices	4%	31%	65%
Smoke shops	3%	32%	65%
Liquor stores	2%	44%	54%

“ We need less liquor stores in low poverty areas in the city. There’s like a liquor store on every corner.

- Racine resident in African-American focus group

## VIII.B. Ranking Differences based on Demographics

When ranking more or less businesses/organizations, the following differences across key demographic categories emerged on the city-wide survey:

1

### Zip Code

- 67% of 53403 residents want more grocery stores vs. 59% average.
- 48% of 53402 residents want more big box stores vs. 39% average.

2

### Gender

- 56% of women vs. 40% of men want more library branches.
- 51% of women vs. 39% of men want more community centers.
- 37% of men vs. 19% of women want more industrial/manufacturing factories.

3

### Homeownership

When compared with homeowners, renters were more likely to want more of the following businesses/organizations:

- Hotels/motels (33% renters vs. 21% homeowners)
- Automobile repair shops (27% vs. 16%)
- Medical facilities (48% vs. 34%)
- Museums (54% vs. 37%)

4

### Race/Ethnicity

- 53% of Hispanic/Latinos and 45% of African-Americans want more medical facilities (vs. 28% of White residents).
- 53% of Hispanic/Latinos and 57% of African-Americans want more schools (vs. 24% of White residents).
- 62% of Hispanic/Latinos and 51% of African-Americans want more community centers (vs. 35% of White residents).



## VIII.C. Adding Amenities to the Community

**Key Question: If you could add anything to the community what would it be and where?**

During the four community conversations and three community outreach events, groups responded to the above question. Major themes and locations (if suggested) in each group's responses are listed below. Facilitators noted that participants primarily discussed downtown as the location for the additions.

### SMALL BUSINESS OWNERS

<u>Youth Services</u>	<u>Services</u>	<u>Food</u>	<u>Entertainment &amp; Shopping</u>	<u>Fitness</u>
Campgrounds	Grant writing classes	Northside Grocery stores	Concert Stage – downtown	Public gym
Children's Museum	Vocational center	Ethnic cuisine/Jamaican restaurants	Go-karting	Pool
Boys & Girls Club	Tech hubs	Co-op grocery stores	Music venue	Yoga Studio
Youth Summer Programs	Racine City Business Alliance	Commercial Kitchen	Arcade	
Youth Community Centers	New Businesses		Mall	
Parent Resource Center	Bus transportation		Renovate Elmwood Plaza	
	Bike Paths			

### YOUTH

<u>Entertainment</u>	<u>Fitness</u>	<u>Food</u>	<u>Services</u>	<u>Shopping</u>
Arcades	Basketball	Northside grocery stores	Free public transportation	Malls in 3 Mile Rd.
Movie theater	Football	Ice cream shops	Community childcare	Stores in Regency Mall
Escape rooms	Sports stores	Pizza place	Inclusive community spaces	
Concert hall	Community complex	Food trucks	Dog parks	
Roller rink	Pool	Kwik trips (in city)		
Nighttime Teen hangout				

“ I feel like there needs to be less Taco Bells.  
-Youth in focus group

I think there should actually be MORE Taco Bells.  
-Youth in focus group

## AFRICAN-AMERICANS

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Boys & Girls Club	Urgent care Facilities	Movie theater	Grocery stores
Teen Development Center	Mental Health Centers	Water park	More shopping
Science/Tech Center	Affordable housing and transportation	Pool	Sports facility
Youth Community Center	Bronzeville Business District	Museum	
	Vocational Alternatives (Creative/Culinary Arts)	Bigger library	
		Virtual gaming center	

## HISPANIC/LATINOS

<u>Youth Services</u>	<u>Services</u>	<u>Food</u>	<u>Entertainment &amp; Shopping</u>	<u>Fitness</u>
Learning Hair Salon	Drug/Alcohol Rehab Center	Grocery stores (northside)	Arcade	Family friendly fitness center
Mommy & Me Gym	Latino Community Center	Cece's Pizza	Waterparks	Upgrade skate park
Youth Community Centers	Nail/Hair Salons (northside)	Café by library	Sky Zone	Football
Children's Museums	Safe Houses	Fast food: Sonic, Monkey Joes, A&W, Red Robin	Book café	
Better playgrounds	Hospital/Clinic		Skateparks	
	Library (northside)		Festivals in city	
	Upgrade to King Center		Starbucks on Durand	

### Dr. John Bryant Center Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Youth program- Mitchell	Hotel (Douglas)	Karaoke w/ private rooms	Shopping Malls
Playground (Marquette Hill)	Upgrade Oasis	Arcades	Weight-lifting
Youth camp (Memorial)	COP Houses	Art Studio	Green fields
	KRM-Commuter Rail		Walmart or Target in old K-Mart building
	Arts & Crafts store		More Parks
			Drive up Coffee Shop
			Fresh Food Store
			Chuck E Cheese's

### Chavez Center Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
City pool – Downtown, near Hubbard	Young professional lounge	Arcade	Chain Restaurant like McDonalds & Shopping
Pokémon shop	Library – central city, near Byrd Ave., Anthony Lane	Specialty movie house	Market- 15th and Grand
Roller rink			Grocery Stores - MLK Drive, Near Carlisle, Horlick High, downtown
			Meijer – 3 Mile Rd.

### Humble Park Outreach Event Participants

<u>Youth Services</u>	<u>Services</u>	<u>Entertainment</u>	<u>Fitness, Shopping, Food</u>
Small gathering Place for Schools and Community Centers	Town center development	Drive-in Movie – Northside	Indoor basketball court
Save Lakeview park	Move boundary	Indoor aquatic center – downtown	Indoor volleyball
New Community Center	Annex to city	NBA arena	Mall
Outdoor pool – near Mitchell	New housing	Amphitheater for concerts	Chick Fil A
Boys & Girls Club – Center city	Transfer station	Theater for live performances	Panera – Northside
			Save Lakeview park
			Grocery stores
			Sonic
			Climbing gym
			Farmer's market
			More food - West Racine



## VIII.D. Unwanted Features of the Community

### Key Question: Is there anything that we need less of in our community? Why?

The quotes below are representative of major themes that emerged across all data sources in response to the above question.



#### Garbage

- "When I walk outside I see at least 10 pieces of garbage on the ground" (H/L).
- "Our city is littered. It is a filthy city. These streets are littered with garbage. After going down Main St after a parade our city was trashed and disgusting. The garbage cans on every single corner were overflowing and like that for days" (B).
- "How is it possible that a city resident of Racine pays up to \$70 dollars to dispose of garbage in the city, and in the city of Kenosha it is only \$7?"



#### Outdated & Neglected Areas/Buildings

- "Outdated Community Centers - Out west where they have these beautiful centers and different activities that people can go to, and our centers haven't been updated, this center still looks the same as when I was in High School. So, when do we get to update and beautify our community centers? It's like they are tearing them down to replace them with nothing. Have less of that and more beautiful Community Centers" (A).
- "Neglect of certain areas - the area that I live in we don't get good snow removal, salt laid down, potholes fixed, trash removal, the street cleaner comes by maybe like four times a year or something like that" (A).
- "Less outdated schools" (A).



#### Closed Doors

- "Less positions available to people based on degrees. There are people that are capable of being in these positions however because they don't have the education they won't hire them. We need to hire people based on how they can relate to people in that position, not just on their education level" (H/L).
- "Less competition - it would be nice to have the opportunity to be in spaces with people that look like us and are us in our community and collaboratively do things together" (A).



## **Food Deserts & Limited Restaurants**

- Lack of lakefront restaurants for a City on the Lake is a big negative.”
- “Often times feel frustrated living in West Racine. We have no grocery stores within 5 minutes.”
- “Need more restaurants and shopping on the North side.”
- “We need one decent food chain downtown, we need one decent shopping store downtown and we need a gas station closer to downtown.”
- “Need to bring in higher end retail and nice restaurants not loan places or cheap stores.”
- “We need a health food store. The closet one is 40 min south in Kenosha or 40 min north in mke. Very inconvenient.”



## **Vacant Properties**

- “We have lots of properties downtown that we can’t seem to develop! Machinery row! Gas company property! Walker property! Belle Harbor! We have developments are going up all around Racine but Racine can’t seem to get anything going! Why! Take a drive to Franklin, Cudahy, Mount Pleasant, Caledonia, Oak Creek! So what are they doing that Racine isn’t or can’t! We have prime properties that sit vacant for ever!”
- “Tear down abandoned factories and houses.”



## **Construction**

- “Construction- there are potholes all over, the construction takes you way out of your way” (H/L).
- “Construction of the same areas- road construction in the same areas. Less repetitive construction of the same areas, year after year. More high-quality construction so that the roads don’t need to be repaired as often. The same roads are being repaired every single year.” (A).

# IX. SUSTAINABILITY

## IX. Sustainability Initiatives: Ranked Importance and Needed Improvements

**Key Question: How important are the following sustainability initiatives to you?**

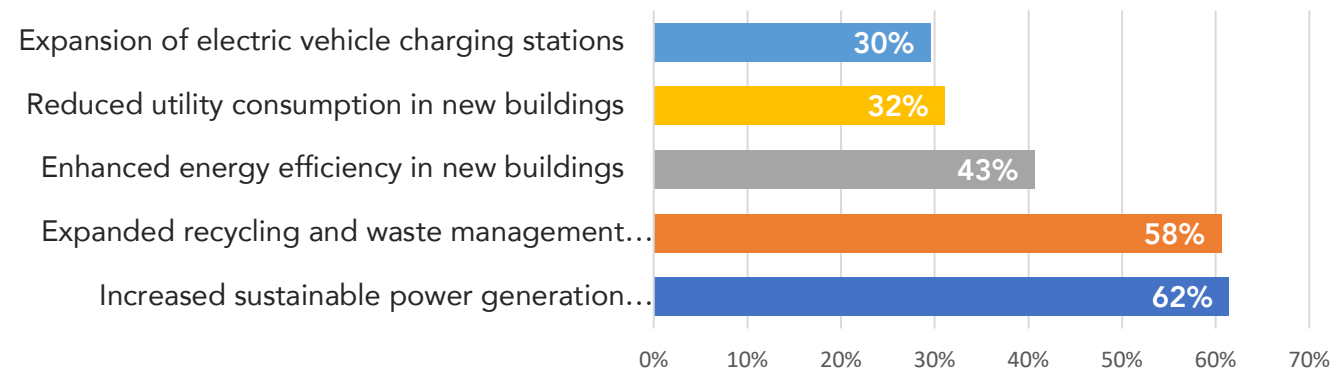
Expanded recycling and waste management programs and enhanced energy efficiency in new buildings were the two most important sustainability initiatives for Racine residents.

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Expanded recycling and waste management programs	82%	13%	5%
Enhanced energy efficiency in new buildings	81%	14%	5%
Increased sustainable power generation (solar, wind, geothermal)	78%	12%	10%
Reduced utility consumptions in new buildings	74%	20%	6%
Expansion of electric vehicle charging stations	53%	28%	20%

One notable difference based on demographics is that 81% of Asian/Asian-Americans view the expansion of electric vehicle changing stations as important (compared with 54% average).

**Key Question: Which sustainability initiatives need the most improvement?**

Increased sustainable power generation and expanded recycling and waste management programs were the two sustainability initiatives that the majority of residents indicated needed the most improvement.

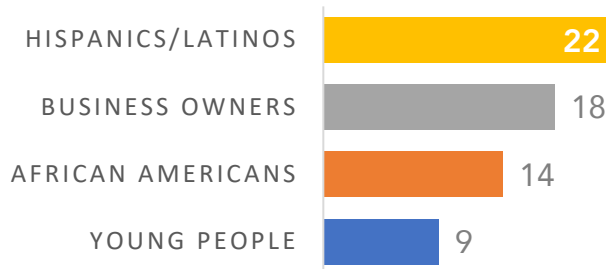


One notable difference based on demographics is that 80% of residents of senior living/or assisted living facilities think reduced utility consumptions in new buildings need the most improvement (compared to 32% average).

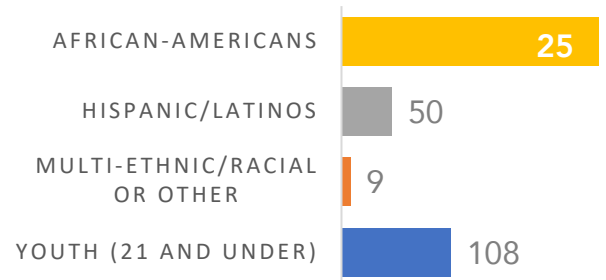


# X. DEMOGRAPHICS

## Community Conversation Demographics

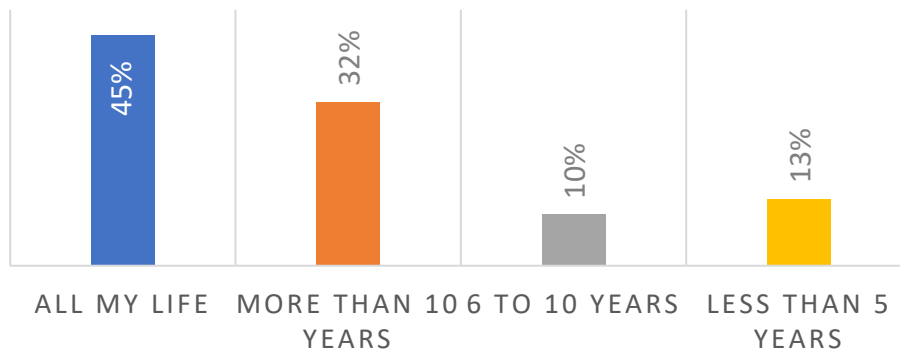
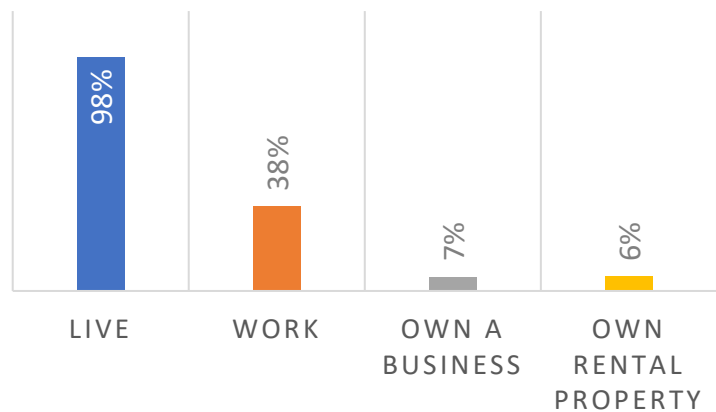


## Mini-Survey Demographics



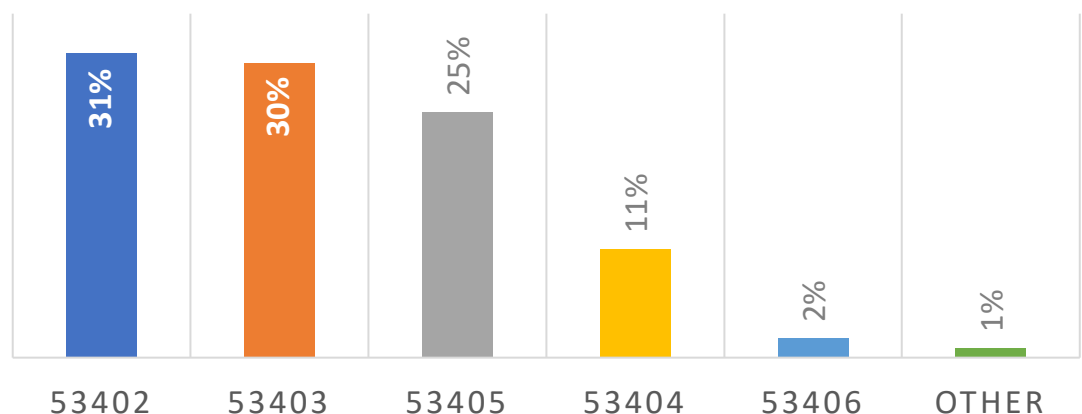
The demographic information below is based on the 1456 Racine residents that filled out the City-wide Survey. The 193 non-residents who took the survey have been excluded from this data.

## The City of Racine is where I...

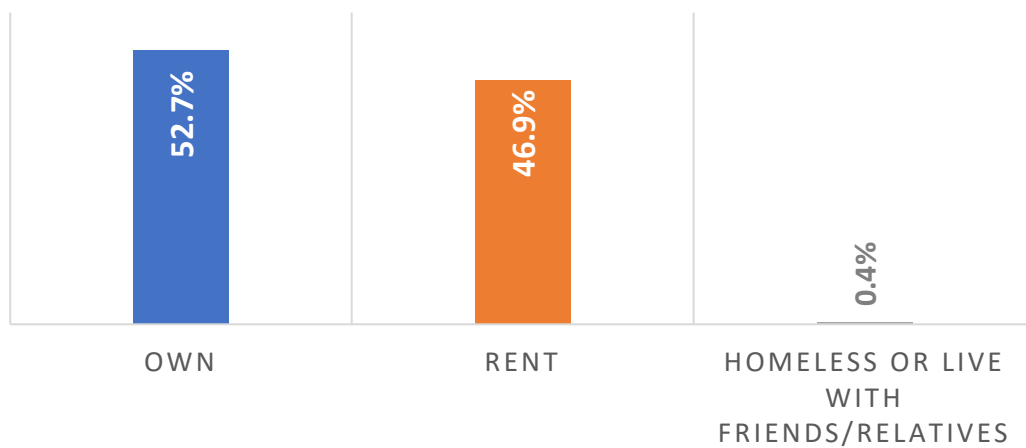


## Length of Residency

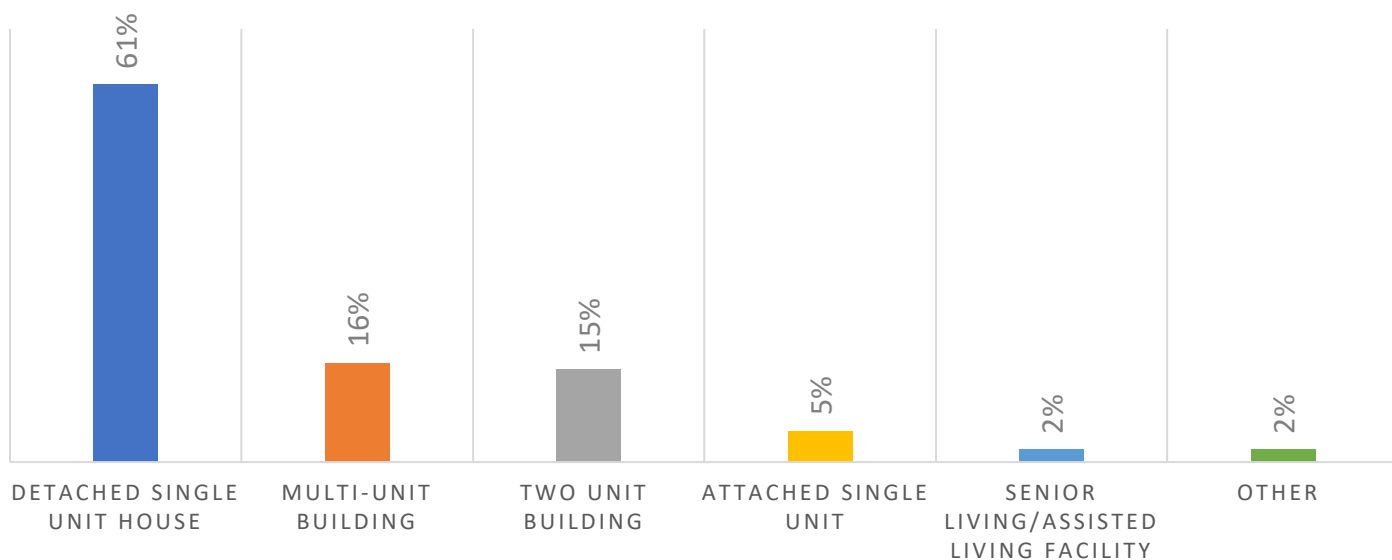
## Zip Code



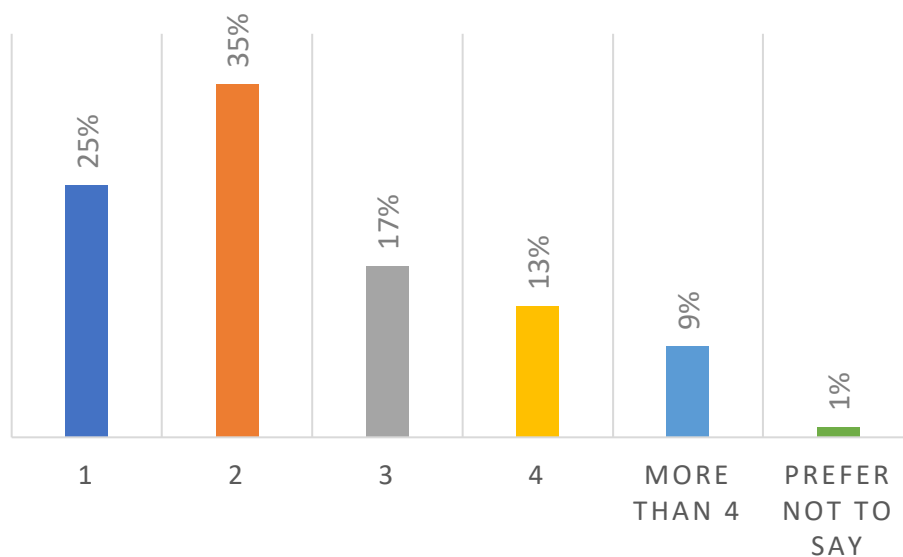
## Housing Status



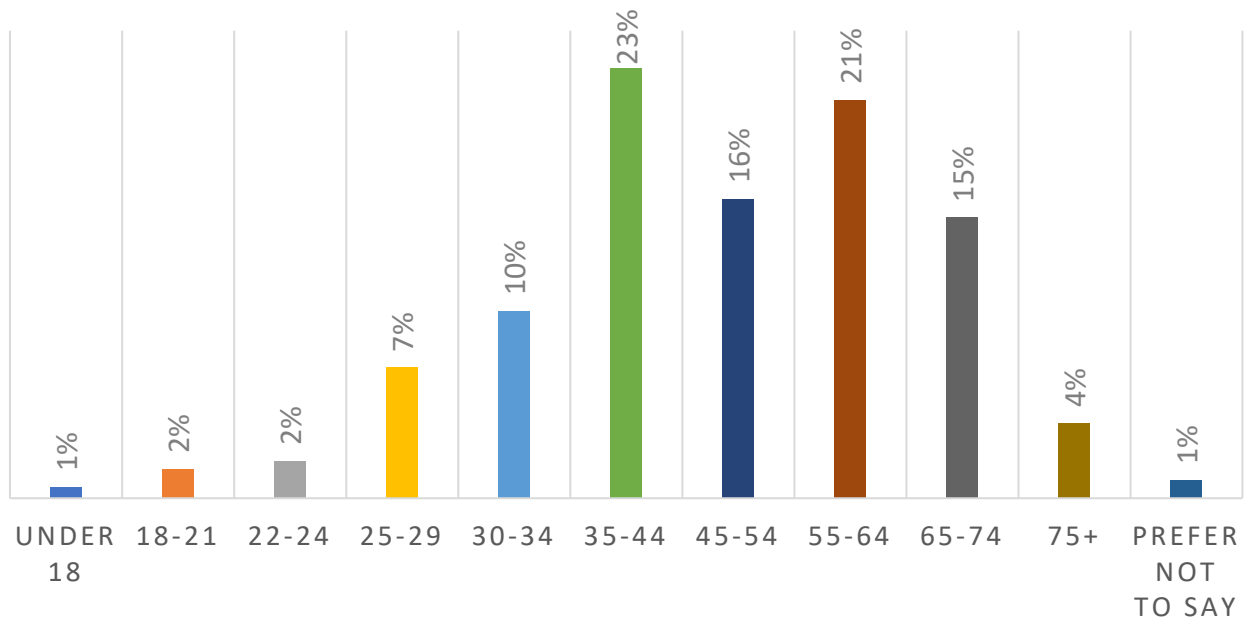
## Type of Residence



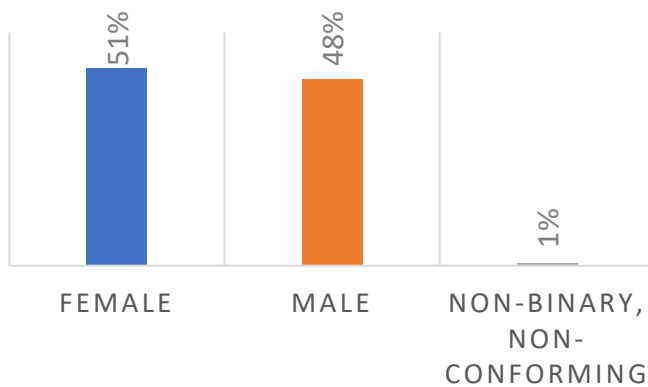
## # of People in Residence



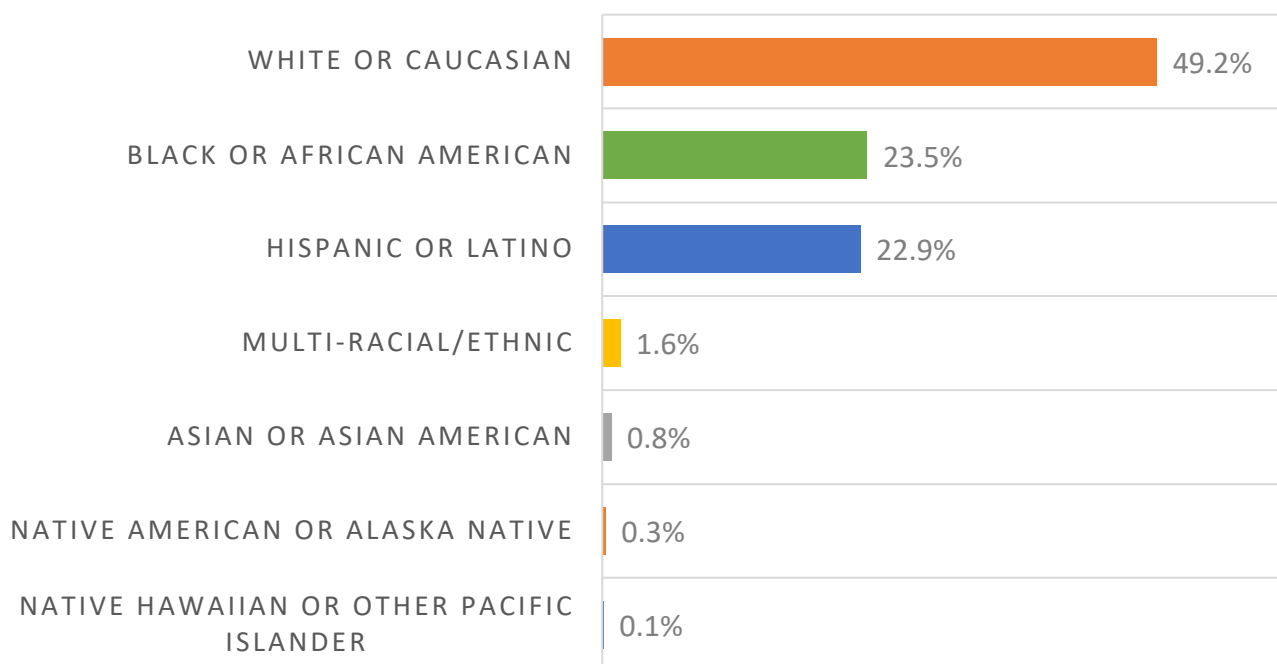
## Age



## Gender Identity

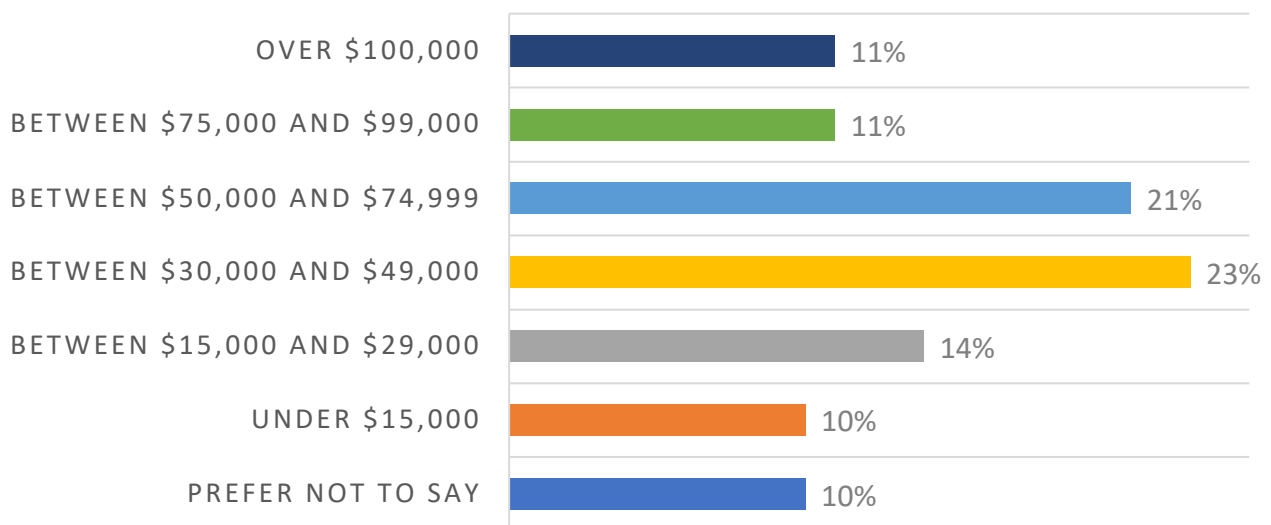


## Race/Ethnicity

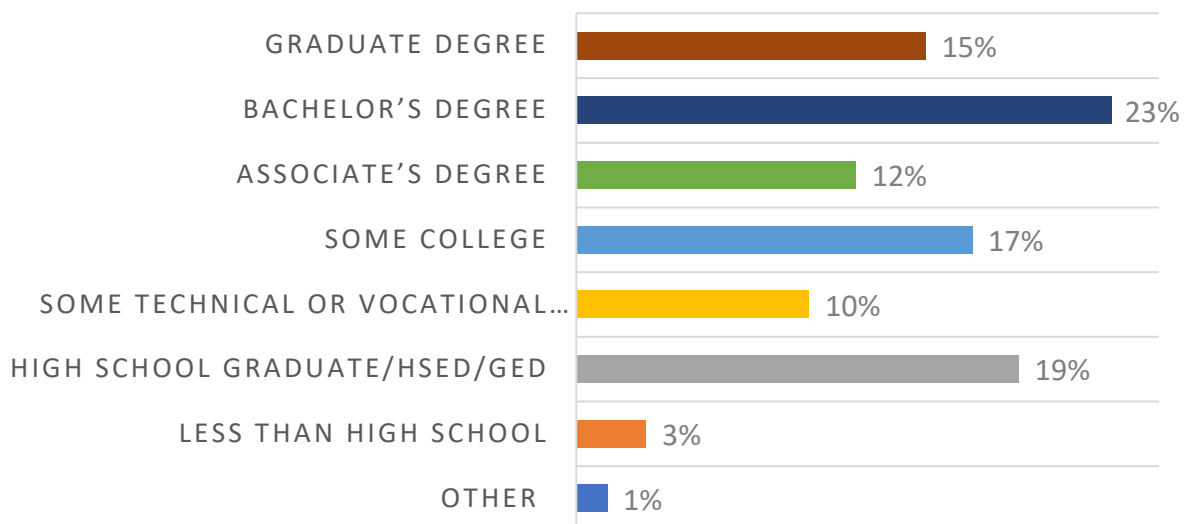




## Individual Income Before Taxes



## Education Completed



## How do you prefer to receive information about the City of Racine?

