Kenosha-Racine-Milwaukee Alternatives Analysis
Environmental Impact Statement &
Project Development Phase

Transit-Oriented Development Portfolio
Racine, Wisconsin

in association with:
HNTB
Cambridge

and
American Design
Bay Ridge Consulting
Connectics Transportation Group
Great Lakes Archeological Research Center
Heritage Research
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Regional Planning Commission

Earth Tech, Inc.
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Introduction

The City of Racine’s proposed commuter station is planned to be integrated with the current downtown historic train station facility and the Racine Transit Center located on State Street east of North Memorial Drive. Through the efforts of the City of Racine and its partnership with a range of community stakeholders and the development community, downtown Racine is benefiting from reinvestment and redevelopment. Racine’s station study area is a mixed-use environment surrounded by traditional residential neighborhoods. The station study area is considered to be a ½ mile radius around the proposed station due to the fact that transit-oriented development (TOD) is typically focused within a ten minute walk or ¼ mile area. The study area includes retail and commercial uses, civic uses, the redeveloping Root River corridor, and an aging industrial district centered at Marquette and 6th Streets. According to data collected for the market assessment prepared by Valerie S. Kretchmer Associates, Inc., the Racine station area sustains an estimated 2005 population of 5,756, and contains 1,618 households and 2,578 jobs. The full market assessment report is located in the Appendix.

Community Issues and Opportunities

Key stakeholders within the community were interviewed to obtain opinions on “issues” and “opportunities” within the station area. In addition, a public workshop was held on April 3, 2006 at the Racine City Hall to solicit community input. The primary issues and opportunities identified in both the workshop and interviews are summarized below. The complete summaries of the interviews and workshop are located in the Appendix.

Key Issues:
- Image problems and perceptions of crime in nearby neighborhoods
- High-quality development needed around the station
- Better multi-modal connections to the station (i.e. drive, transit, bike, walk) are needed
- Office and industrial uses have left; new employers needed
- Outlying retail and office competition
- Freeway access is difficult; 11 miles from downtown
- Connections to downtown
- Parking in the station area
- High unemployment rate
- No developer interest from Milwaukee

Key Opportunities:
- Proximity to downtown Racine
- Lake Michigan and Root River are amenities
- Homeownership is increasing and homes are being rehabilitated
- Land/buildings available for redevelopment
- Diverse neighborhoods
- Racine Transit Center
- Many historic buildings, including the train station
- Partnerships between public and private organizations

Racine’s ½ Mile Station Area

- Picturesque place; quality of life
- Labor force and skills support manufacturing (untapped potential)

Existing Land Use

Existing Land Use is illustrated in Figure C.I on page C3.

Downtown Racine and the community as a whole has recently benefited with public investment in a new Transit Center adjacent to the historic train station which integrates a bus transfer terminal. A new retail shopping center has been developed west of the station. Southwest of the station is a former publishing factory along Mound Avenue that has been adapted for reuse as office space currently occupied by public and non-profit entities and warehousing, with the potential for additional new users. Along the south frontage of the Root River southwest of the station, the City has made plans for significant new mixed-use development that is proposed to include multi-family residential, retail, and public open space. While reinvestment is occurring within the downtown area in general, there are a number of existing vacant and underutilized properties that provide substantial transit-supportive land use opportunities, as well.

Racine’s station area also sustains stable traditional residential neighborhoods with single-family, two-family, and multi-family residential uses north and southwest of State Street. In the neighborhoods southwest of State Street, the residential housing stock and public infrastructure have improved due to non-profit service provider activities and the assistance from public agencies. The Jefferson Lighthouse School has become a magnet school, residential property maintenance has improved, and in-fill housing projects provide new affordable housing options for working families. Similar efforts are now underway in the residential neighborhood north of State Street, such as the reinvestment in the Julian Thomas (Garfield) Elementary School.

Existing Access and Circulation Patterns

Existing Access & Circulation Patterns is illustrated in Figure C.II on page C4.

The primary vehicle access routes to the station area include State Street and North Memorial Drive. Secondary routes include Martin Luther King, Jr. Drive and Marquette Street. Two “five-point” intersections along State Street (at Memorial Drive and at Marquette Street) are sources of traffic congestion and create an inhospitable pedestrian environment.
The City of Racine recently developed the Racine Transit Center, which includes a new bus transfer station and a historically-renovated train station along the Union Pacific Railroad. A number of bus routes traverse the station area and provide connections throughout the City, including Routes 1, 2, 3, 4, 5, 7, 9, 20, and 86. The transfer station will provide an important inter-modal connection with proposed transit service within the KRM corridor. Currently, there is limited off-street parking within the immediate station area.

With its urban street grid of varying block lengths and diagonal streets, the Racine Transit Center is readily accessible by foot within the ½-mile study area. Similarly, on-street bicycle access is readily available along arterials and collectors and there are connections to the Root River Trail.

**Existing Urban Design Conditions**

Existing Urban Design Conditions are illustrated in Figure C.III on page C5.

The urban framework within the station area is set within the rolling topography of the Root River. Street patterns within the study area follow a modified grid street pattern necessitated by changes in topography and the course of the river. As a result, this area offers interesting streetscape environments, scenic views, and varying topographical conditions.

On the east side of the Root River along 6th and Marquette Streets, the station area contains an older industrial district with large warehouses and factory buildings. With access to the riverfront, the area is gaining popularity for mixed-use reinvestment and redevelopment. Current City plans for the area call for an improved pedestrian environment along the river frontage including potential retail and entertainment uses. Re-establishing a strong mixed-use and pedestrian-oriented environment is consistent with transit-supportive development principles.
1. The Racine Transit Center contains a new bus terminal and restored historic train station.
2. A diversity of single, two-family and multi-family homes in the area provides affordable housing choices.
3. Vacant lots and buildings, surface parking, warehousing and industrial uses offers potential for infill development and redevelopment.
4. New commercial development, including Walgreens and McDonald's, are located at a key intersection and gateway.
5. Historic mixed-use buildings, vacant lands and buildings and new office campus provide mixed-use potential for the corridor.
6. This former publishing house factory has been converted to institutional mixed-use with more redevelopment options.
7. This older industrial district shows possibilities for new housing choices in the station area with loft apartments and condominiums.
8. Local parks provide natural setting for recreation along the scenic Root River.
1. The City’s bus transfer station is located immediately adjacent to the historic train station.
2. State Street is State Trunk Highway 38, a four lane road through the study area connecting the station and Main Street.
3. Mound Avenue is a local “by-pass” road providing access between 6th Street and Martin Luther King Jr. Drive.
4. The Root River Bike Path is a multi-use trail connecting numerous parks, the downtown and Lake Michigan Bike Trail.
5. Five-point intersections create challenging environments for vehicle and pedestrian circulation.
6. Root River bridge crossings provide key access into the station area from adjacent neighborhoods.
7. The City’s grid street system provides a pedestrian-oriented urban environment.
1. Racine’s historic train station has recently been renovated and restored.
2. State Street lacks a cohesive streetscape environment due to vacant lots, vacant buildings and marginal land uses.
3. Although sometimes challenging to navigate, five-point intersections provide an unique urban space for landmark type improvements.
4. Well-maintained homes and streets provide a safe and pleasing impression for residents and visitors.
5. The Root River bridges provide opportunities for gateway improvements that welcome travelers to the station area.
6. With its recent historic rehabilitation, the access bridge to Island Park is a model of context sensitive design.
7. The Root River provides a unique environment for new residential development.
8. Mature residential neighborhoods provide pedestrian friendly streetscapes in the station area.

*In addition to sidewalks and curb ramps, streetscape areas have created special pedestrian oriented environments including such amenities as lighting, landscaping, street furniture, signage and public art.
Introduction
The City of Racine has been working to capitalize on downtown and waterfront revitalization opportunities. Efforts are being guided by the 2005 Racine Downtown Plan and Design Standards. The City of Racine, Downtown Racine Corporation, S.C. Johnson, Racine County Economic Development Corporation, and many other entities are working in public/private partnership to foster economic revitalization of the downtown, the lakefront, and the station area. Overall, the revitalization program is consistent with transit-supportive land use principles proposed to guide development along the KRM corridor.

Market Potential
As part of the station area planning process, a real estate market assessment was conducted to estimate the City of Racine’s future market demand and development potential between the years 2005 and 2020 for the ½ mile station area. Based on current development trends and long-term population and employment projections, Racine’s station area market demand has been determined to be approximately 40,000-55,000 square feet of additional retail could locate near the station and along State Street. New retail and service uses within these areas would cater to local residents, commuters, and Case New Holland office campus employees. The market assessment also includes a modest projection of 25,000 square feet of future office space within the station area.

It is important to point out that the market assessment is but one element to be considered in developing preliminary land use concepts for the station area. Community policies and preferences for future development, and the long-term nature of the transit-supportive land use program are among these factors. While the market analysis looked 15 years into the future, regional planning projections for the study area consider a 30-year planning horizon. Therefore, these market demand numbers are used as a basis for the build out 2035 scenario presented in Table 3, in “Economic Effects.”

Future Land Use
Preliminary Future Land Use is illustrated in Figure C.IV on page C8.

Proposed land uses within the station area reflect and support the 2005 Racine Downtown Plan and Design Standards. The proposed land use programs within the State Street and Marquette Corridors, as well as the River District (as identified in the Downtown Plan), are very similar to those within the station area plan, with minor exceptions based on the detailed market assessment. The residential neighborhoods north and southwest of State Street are proposed to remain as low-density residential neighborhoods, with the potential for compatible replacement housing.

The Racine Downtown Plan recommends that State Street primarily function as an office corridor. With our understanding of current and future markets for the greater station area and anticipating a rather weak office market for the future, the preliminary station area plan proposes State Street be utilized as a mixed-use corridor to provide land use flexibility based on future demand. In particular, ground-floor retail, commercial or office uses with residential uses above the ground floor would appear to be an equally compatible land use mix.

The Root River waterfront area is planned primarily for high- and medium-density, multi-family residential uses. Anticipating modest demand for residential uses west of the downtown, the station area plan proposes medium-density residential uses only for the River District. Similarly, preliminary land use recommendations propose medium-density residential uses along the Marquette corridor. Similar to the State Street corridor, preliminary land use recommendations for Marquette Street are for mixed-use development to provide for future development flexibility based on demand.

A comparison of existing and future land use within the ½ mile station area is presented in Table 2.

Table 2: Comparison of Existing and Future Land Uses, 2005-2035

<table>
<thead>
<tr>
<th>Category</th>
<th>Existing Land Use (Acres)</th>
<th>Future Land Use (Acres)</th>
<th>Net Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single Family / Low Density Residential</td>
<td>144</td>
<td>179</td>
<td>23%</td>
</tr>
<tr>
<td>Multi-Family Residential</td>
<td>12</td>
<td>36</td>
<td>210%</td>
</tr>
<tr>
<td>Commercial</td>
<td>19</td>
<td>13</td>
<td>(32%)</td>
</tr>
<tr>
<td>Mixed Use</td>
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<td>N/A</td>
</tr>
<tr>
<td>Office</td>
<td>3</td>
<td>11</td>
<td>114%</td>
</tr>
<tr>
<td>Institutional</td>
<td>22</td>
<td>36</td>
<td>62%</td>
</tr>
<tr>
<td>Industrial / Warehouse</td>
<td>24</td>
<td>12</td>
<td>(50%)</td>
</tr>
<tr>
<td>Open Space</td>
<td>40</td>
<td>55</td>
<td>39%</td>
</tr>
</tbody>
</table>

Source: HNTB Corporation (June 2005)

Future Access and Circulation Patterns
Preliminary Future Access and Circulation Patterns are illustrated in Figure C.V on page C9.

Proposed access and circulation improvements focus on enhancements to the existing system. A longer term improvement is proposed for streetcar service in the downtown area. The proposed route would run from the Transit Center along State Street to Main Street, south along Main Street, west along 6th Street, north along Marquette Street, and back along Liberty Street (see Figure C.V). Clearly, streetcar service would improve multi-modal accessibility to the Transit Center and proposed commuter station, and could enhance transit ridership and development potential. However, streetcar service is a long term recommendation due to major capital costs for new infrastructure.
The concept plan recommends that Union Street be extended south and southeast to provide a direct connection from State Street to Mound Avenue. Another recommendation is to revitalize the closed pedestrian bridge over the Root River to connect with Marquette Street. The remainder of the station area contains a well-connected urban street grid of arterials, collectors, and local roads that make the station area accessible by car, mass transit, walking, and biking. Streetscape enhancements and wayfinding signage are proposed to improve overall pedestrian and bicycle access.

A commuter parking lot with up to 100 spaces is also proposed for the Transit Center, south of Liberty Street and east of the railroad. This parking lot would be accessible from Liberty Street and a new street through the Mound Avenue Business Center site, as recommended in the Racine Downtown Plan. The proposed layout, access, and circulation for the Transit Center’s parking lot is graphically depicted in the station layout plan located within the Appendix.

Future Urban Design Framework

The Preliminary Future Urban Design Framework is illustrated in Figure C.VI on page C10.

Urban design recommendations are consistent with the 2005 Downtown Design Standards for the Slate Street Corridor, the Marquette Corridor, and the River District. The Design Standards include specific guidelines for street grid patterns, public open space, land use densities, building height, and build-to lines to maintain a specific character within each district.

The Design Standards also include recommendations for improving pedestrian access within the downtown area. Key pedestrian streets identified in the “Public Realm Framework” plan are State Street and Marquette Avenue. Both streets provide pedestrian access to the commuter station for downtown patrons and surrounding residential areas. In particular, the “Pedestrian Emphasis Guidelines” include the following objectives:

- Reinforce and Enhance the Pedestrian System
- Respect Racine’s Historic Block Structure
- Define the Pedestrian Environment
- Protect the Pedestrian from the Elements
- Provide Places for Stopping and Viewing
- Create Successful Outdoor Spaces
- Integrate Barrier-free Design

The Downtown Design Standards also include detailed recommendations for enhancing the pedestrian experience throughout the downtown and west to the station area. This includes guidelines that address the appearance and orientation of buildings. Recommendations for pedestrian-oriented façade details including the design of doors, windows, lighting, signs, parking structures, etc. These recommended design elements and features promote the transit-oriented character of the station area.

Other proposed improvements include “gateways” which announce arrival to the downtown area and could help benchmark the location of the Transit Center and commuter station facilities. Finally, as illustrated in Figure C.VI, several corridors within the study area would benefit from streetscape improvement to enhance pedestrian walkability. Graphic illustrations for potential station improvements are presented in Figure C.VII, Illustrative Perspectives on page C11.

Economic Effects

The future economic effects are based on areas “subject to change”. A map in set in Figure C.IV identifies key areas “subject to change” within the station study area. Areas subject to change include key vacant sites and underutilized properties and buildings and uses which are becoming obsolete, and thus have high potential for reuse and redevelopment in the future. When preliminary land use recommendations for the station area are applied to these locations, a general “order of magnitude” of station area development potential can be identified. Using this methodology, the Racine station area could accommodate an additional 1,600 residential units, 372,000 square feet of commercial space and 154,500 square feet of office space by the year 2035 (see Table 3). This results in a total projected 2035 population in the half mile area of 12,268, more than double the 2005 population of 5,756. Employment (number of jobs) in 2035 in the station area is expected to be 4,023, a 56% increase from the 2005 estimate of 2,578 jobs. This future development would reflect an increase in assessed value (in 2006 dollars) amounting to $495.4 million.

Further based on planned retail development, retail sales in this station area could increase $46.5 million per year. Retail sales tax revenues could reach $2.37 million based on current retail sales tax rates; state rate is 5%. Racine County does not participate with a county sales tax but is subject to the 0.1% stadium tax.
1. Mixed-use retail and residential are proposed near the station to capture commuter market demand.
2. Multi-family residential uses and local street access are planned as a new transit-supportive neighborhood.
3. Commercial infill and re-use are recommended for historic buildings along the State Street corridor.
4. New office uses and open space are planned to create an office campus between State Street and the Root River.
5. Multi-family uses and marinas are planned to create a residential River District along the Root River.
6. Mixed-use retail and residential are planned for the warehouse district along the Marquette Street corridor.
7. New parks and open space are proposed adjacent to residential uses along the Root River.
8. Existing residential neighborhoods are recommended for appropriate infill housing on a lot-by-lot basis.

**Future Land Use**

<table>
<thead>
<tr>
<th>Proposed Densities</th>
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<tbody>
<tr>
<td><strong>FAR: 4.0 min</strong></td>
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<tr>
<td><strong>20-39 dus/acre</strong></td>
</tr>
<tr>
<td><strong>40 or more dus/acre</strong></td>
</tr>
<tr>
<td><strong>FAR: 0.3 - 0.7</strong></td>
</tr>
<tr>
<td><strong>FAR: 1.0 m</strong></td>
</tr>
<tr>
<td><strong>FAR: 2.0 m</strong></td>
</tr>
</tbody>
</table>

**Key Areas Subject to Change**

**General Station Location**

- Study Area Boundary (1/2 mile radius)
- Wetlands
- Proposed Roadway
- Comments

**Future Land Use**

- Park/Open Space
- Residential
  - Single and Two Family
  - Multi-Family (Medium Density)
  - Multi-Family (High Density)
- Commercial
- Office
- Mixed Use (Low Density)
- Mixed Use (High Density)
- Wholesaling & Storage
- Institutional
- Railroad Right of Way
1. Streetcar route is proposed to facilitate access between the station, Downtown Racine, and new residential districts.
2. Local roads and bike routes are proposed to create better access for new development between the station and Mound Avenue.
3. Closed pedestrian bridge should be revitalized, or a new bridge constructed, to provide a direct connection between residential neighborhoods, riverwalks, and the station.
4. Riverwalks are proposed as an amenity for new River District residential neighborhoods.
5. Local roads and bike routes are proposed to create better access and circulation through the Marquette Street corridor.
6. Local roads and bike routes are also proposed for the office campus between State Street and the Root River.
7. Original pedestrian tunnel connecting west and east sides of the train station should be reconstructed to improve access.
1. Pedestrian streetscape enhancements - such as new lighting, sidewalks and street trees - are proposed for all arterials, collectors and boulevards.

2. Gateway feature is proposed to create a welcoming entry into the State Street corridor, the Transit Center, and Downtown Racine.

3. Development should maintain an urban “street wall,” or buildings at the sidewalk, along State and Marquette Streets and near the station.

4. Closed pedestrian bridge should be revitalized, or a new bridge constructed, to create stronger physical connections across the Root River.
Figure No. C.VII
Illustrative Perspectives
Racine Station Area

A - Existing conditions at transit center and State Street (viewpoint not the same as perspective)

B - Existing conditions for Mound Avenue (viewpoint not the same as perspective)

KRM: A PLAN FOR
THE KENOSHA - RACINE - MILWAUKEE COMMUTER LINK
**Transit Supportive Policies**

**Introduction**
The City of Racine is proactively working to create a transit-supportive environment within its station area through various planning and zoning efforts, infrastructure investments, and joint development partnerships. Most significantly, the 2005 Racine Downtown Plan and Design Standards build upon the 1999 Downtown Racine Plan, and establish a course for significant reinvestment within the downtown and the major corridors of the station area. In addition, the City has developed a multi-modal transit center on State Street in anticipation of commuter rail service. Due to level of reinvestment recommended in the downtown and station area, the City has created significant public/private partnerships with major corporations, non-profit organizations, and public agencies to develop and implement catalyst projects. All of these previous planning, development, and organizational efforts are important building blocks for the City as it considers additional policy and implementation strategies related to Racine’s station area.

**Current Transit Supportive Policies**

**Transportation Infrastructure**
- The 2005 Racine Downtown Plan identifies new commuter rail service as a top-priority “catalyst” project that will attract significant new mixed-use and higher density residential development to the station area. The City of Racine’s commuter station, or “Transit Center,” will be located in its historic station on State Street, adjacent to the City’s new bus transfer station. The City owns land south of the historic station and east of the railroad tracks, which is planned for commuter parking. All of these improvements will serve to establish a multi-modal center at the commuter station.
- The City is implementing a streetscape improvement program that is integrated with its capital improvement budget process. The City recently improved the State Street corridor from North Memorial Drive to Main Street, including the Racine Transit Center. Major design improvements include a landscaped median, pedestrian street lights, new sidewalks, and crosswalks and ADA-accessible curb ramps. The City is currently studying potential streetscape improvements for the 6th Street corridor, which a primary east-west route from Main Street into the station area.
- The Root River Bike Trail within the study area is a multi-use path that winds through local open space and riverfront parks in the station area. The 2005 Racine Downtown Plan recommends expansion of the bike trail along the Root River east to Lake Michigan as well as an on-street lane to the station and other major destinations. The City’s current policy is to require that these improvements be installed commensurate with redevelopment.

**Planning Initiatives**
- The 2005 Racine Downtown Plan provides a development framework for new mixed-use and multi-family development along the State and Marquette Street corridors to provide a physical and visual connection to the downtown. The Plan also proposes multi-family development, open space and trails, and marinas along the River District (in the south east portion of the study area). The State Street corridor is currently a part of a tax increment finance district, which the City could promote for transit-supportive uses.
- A concept fundamental to the Downtown Plan is that the City maintains revitalization momentum by developing major retail anchors, one of which is located within the station area at Marquette and 6th Streets. This location is also targeted for three “top priority” catalyst projects, including multi-family townhouses, condominiums, and lofts. A developer is already converting a former industrial warehouse into multi-family residential lofts at the southwest corner of this location.
- Other fundamental concepts of the Downtown Plan are to provide for transit and bicycle access. Specifically, the Plan designates the alignment of off-street pedestrian and bicycle linkages from the station, through the station area, and to downtown. The Plan also calls for a unified and cohesive pedestrian-oriented downtown “loop” along State, Marquette, 6th, and Main Streets through new streetscape improvements. A longer term recommendation includes a streetcar line as part of the downtown loop.

**Design Guidelines**
- Racine’s 2005 Downtown Design Standards include concept plans and associated standards that address design of a high-density, transit- and pedestrian-oriented environment within the station area and east to the central business district. Design elements which require adherence include: “build-to” lines along major corridors, with zero lot lines as the standard; creation of “active edges” along public areas via building transparencies of 50% for residential ground floors and 75% for retail ground floors; minimum building height of three stories near the station and along the river; and, creation of public spaces. Each of these elements will facilitate a transit-oriented environment and improve pedestrian friendly access within the station area.
- The City initiated a commercial building facade grant program three years ago that 40-55 property owners have used, mainly within the downtown. Several properties within the station area have taken advantage of this program as well. The grant award is limited to no more than 50% of total eligible costs per building facade, not to exceed $7,500. Examples of eligible costs include: masonry work, painting, lighting, signage, landscaping, and door and window replacements.

**Zoning**
- The City of Racine’s zoning ordinance permits mixed-use commercial and residential development in its four business districts that are within the station area. Although the zoning classifications have not been revised to reflect the Downtown Plan’s recommendations, the City will consider re-zoning for development proposals that reflect Plan recommendations. In particular, the Plan recommends new medium- and high-density multi-family residential, as well as mixed-uses, within the State Street, Marquette Street, and River Districts.
- Southeast of the Root River lies several abandoned and underutilized industrial sites. The City recently amended its zoning ordinance to create a new Flex Development Overlay District which permits mixed use development and adaptive reuse. This overlay district would permit residential “loft-style” conversion of obsolete industrial buildings and construction of new high-density residential development within the commuter station area, as set forth in the Downtown Plan. A former industrial building is currently be...
Racine’s zoning ordinance includes downtown design guidelines and a design review process that are administered within the downtown area as overlay district regulations. The design evaluation criteria address traffic/circulation, building arrangement and design, parking, landscaping, signs, site illumination and historic preservation. The criteria emphasize street level building design and pedestrian oriented details. All buildings are to project the appearance of being at least two stories. These guidelines will help to create a pedestrian-friendly environment for transit users.

The City’s parking standards are flexible; however, the developers and lenders typically determine the minimum parking allowances. Racine allows for shared parking among different uses and encourages the use of on-street parking through approval by the Board of Zoning Appeals.

Development Review Process

- In regards to streamlined review and expediency, Racine currently has a six-week benchmark for plan review that includes Council approval.

- Racine’s illustrated Downtown Design Guidelines include a design check-list to facilitate evaluation of proposals within the downtown, a portion of which is within the station area. The guidelines address enhancement of the pedestrian environment, including the provision of pedestrian facilities and street level building design.

Financial Incentives

- Racine considers the use of financial incentives on a case by case basis and project need. Incentive tools currently in place in the station area include tax increment financing, low-income housing tax credits, historic preservation tax credits, parking reductions, or capital improvements.

- One of the City’s tax increment finance (TIF) districts encompasses the State Street corridor from North Memorial Drive to Main Street, which includes the Racine Transit Center. This TIF district was instrumental in redeveloping the old Case factories along the Root River into a modern office campus. The Case Corporation has indicated that it will consolidate its office employees from two other separate locations into the State Street office campus if commuter rail service becomes available.

- The City’s Redevelopment Authority currently owns the property adjacent to the Racine Transit Center. The Downtown Plan currently recommends high density multi-family housing for this property. The City has indicated that it will solicit development proposals that adhere to the Plan’s recommendations, and facilitate development by underwriting the land costs.

- Racine’s Department of Housing provides assistance for homeownership and housing rehabilitation through Community Development Block Grant (CDBG) funding. Specifically, a down payment assistance program is provided for low and moderate income families. The City partners with the Racine Housing and Neighborhood Partnership, a non-profit corporation, to administer this program in the Lincoln-King neighborhood north of State Street. The Department of Housing also provides low-interest loans to rehabilitate homes, rental units, and residences in mixed-use buildings.

Transit Supportive Policy Recommendations

Based on preliminary station area improvement concepts, the City of Racine and its downtown partners should consider several recommendations to help facilitate the implementation of transit-supportive land use and development within the station area. It is fully recognized that physical land use, transportation and design plans such as these will evolve over time, especially as plans for KRM service are refined. As a result, securing basic acceptance and support of land use and development policies for the station areas are perhaps as important, if not more important, than the physical aspects of the transit-supportive land use program at this time. The following policy recommendations have been made, to create a more transit-supportive development framework.

Transportation Infrastructure

- The City of Racine could work with Racine County and the Wisconsin Department of Transportation (WISDOT) to implement multi-modal connections to the Racine Transit Center, as recommended in the Downtown Plan. One potential funding source for the recommended multi-modal connections is the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), which is the federal act that allocates highway and transit program funds to WISDOT. The program funds applicable to Racine include the Transportation Enhancement and CMAQ programs, which fund new parking, transit, bicycle, and pedestrian improvements to help reduce automobile commuting.

- Racine could negotiate with developers to provide public right-of-way and construct the recommended roads of the Downtown Plan. These new roads would create a network that facilitates pedestrian and bike access between both side of the Root River and to the station. The City could partner with developers in funding new streetscape improvements for pedestrians and bikes through grant applications to WISDOT for federal transportation funds.

- The City should update its development regulations to require public open space or multi-use trail easements for all proposed developments along the Root River. These multi-use trails were recommended in the Downtown Plan to provide more convenient access and connections through the station area and to downtown Racine. The City could work with Racine County and the Racine Park District to determine local funding options and maintenance agreements for the multi-use trails.

Planning Initiatives

- The City could work with the Racine Redevelopment Authority to develop a Request-for-Proposals (RFPs) for publicly-owned property and attract de-

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Developers interested in complying with the intentions of the Downtown Plan. In particular, the public property adjacent to the Transit Center at State and Union Streets is planned for high density multi-family housing, which should adhere to the principles of the Downtown Plan and Design Standards.

Design Guidelines
- The City could update its Commercial Building Facade Program to incorporate the principles of the Downtown Design Guidelines, which provide illustrated examples for appropriate architectural treatments, lighting, and signs and other recommended improvements.

Zoning
- Racine could consider the use of a transit overlay district for the one-half mile area surrounding the Transit Center. The overlay district should require mixed-use development along the State and Marquette Street Corridors, as well as adjacent medium- and high-density residential uses of 15 dwelling units/acre and 40 dwelling units/acre, respectively. The district should exclude auto-oriented commercial uses, such as gas stations and repair shops, and heavy industrial uses or warehousing which do not support a pedestrian oriented environment. Reduced parking standards should be considered for higher density residential projects, and shared parking should be required among commercial uses. The district should also require public open space or multi-use trail easements along the Root River.

Financial Incentives
- Using current financial incentive tools already in place, the City could assist in the redevelopment process by assembling small parcels, land banking the parcels, and soliciting Request-for-Proposals (RFPs) from interested developers where the City controls the land. This proactive approach would help to create more momentum for State Street’s redevelopment process.
- The City could consider establishing a new TIF district along the Marquette Street Corridor to facilitate land assembly, site clean-up, new infrastructure, and new development and redevelopment. The Downtown Plan contains numerous public improvements — widened roads, greenways, parks, and streetscape improvements — that will require a dedicated funding source for implementation.
- The City could negotiate with interested developers on adhering to the Downtown Plan recommendations by providing favorable lending terms on loans from TIF district funds or by constructing public streetscape improvements adjacent to a proposed development.
- The City could negotiate with interested developers to provide a percentage of low- and moderate-income housing units within new developments by facilitating the use of Community Development Block Grant (CDBG) funds.