

PLANNING, HERITAGE, AND DESIGN COMMISSION

MAY 5, 2025



COMPREHENSIVE PLAN UPDATE

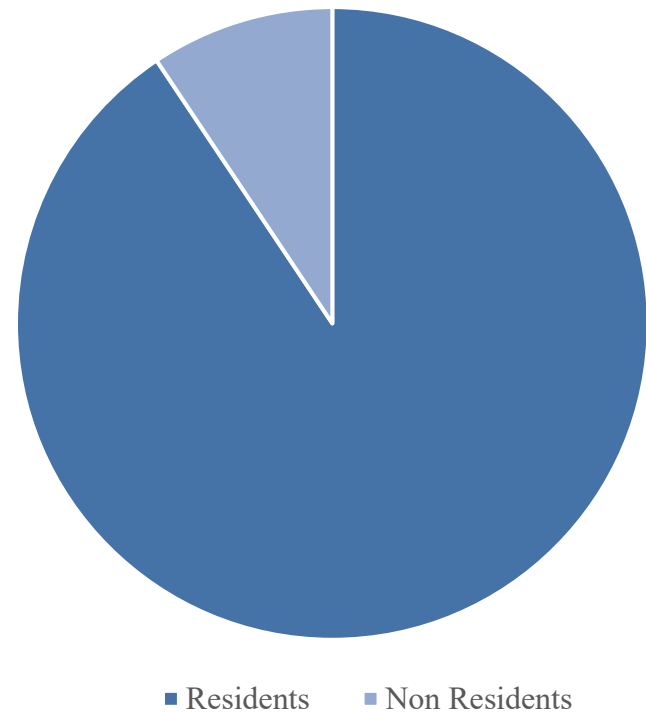
Overview and presentation on the draft 2050 City of Racine Comprehensive Plan.

DATA COLLECTION

This community input was collected throughout June 2022. Over 2000 people gave feedback for this report. Community Input was gathered through four data sources:

1. An online city-wide survey.
2. An online “mini-survey” targeting youth and residents of color.
3. Four community conversations with different populations.
4. Mapping and neighborhood naming activities at three community outreach events.

Respondent's Residency
in the City of Racine



DATA COLLECTION

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.

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.

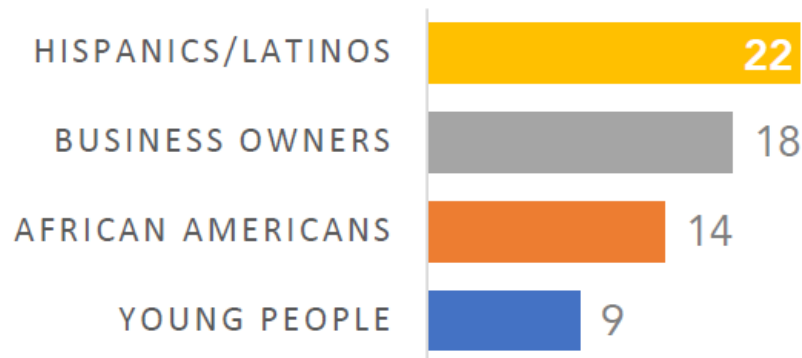
WHO DID WE TALK TO?

PUBLIC PARTICIPATION

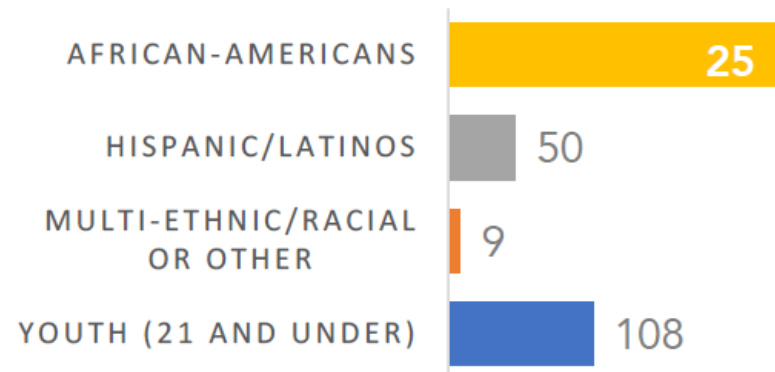


Demographics

Community Conversation Demographics

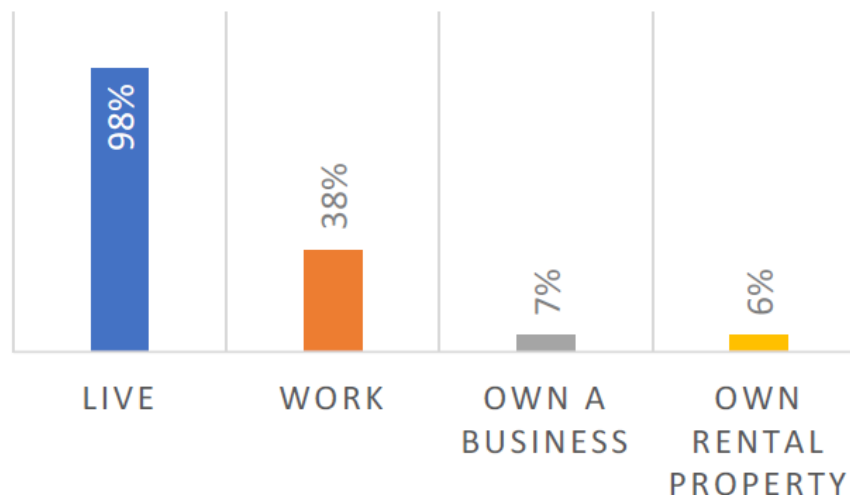


Mini-Survey Demographics



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...

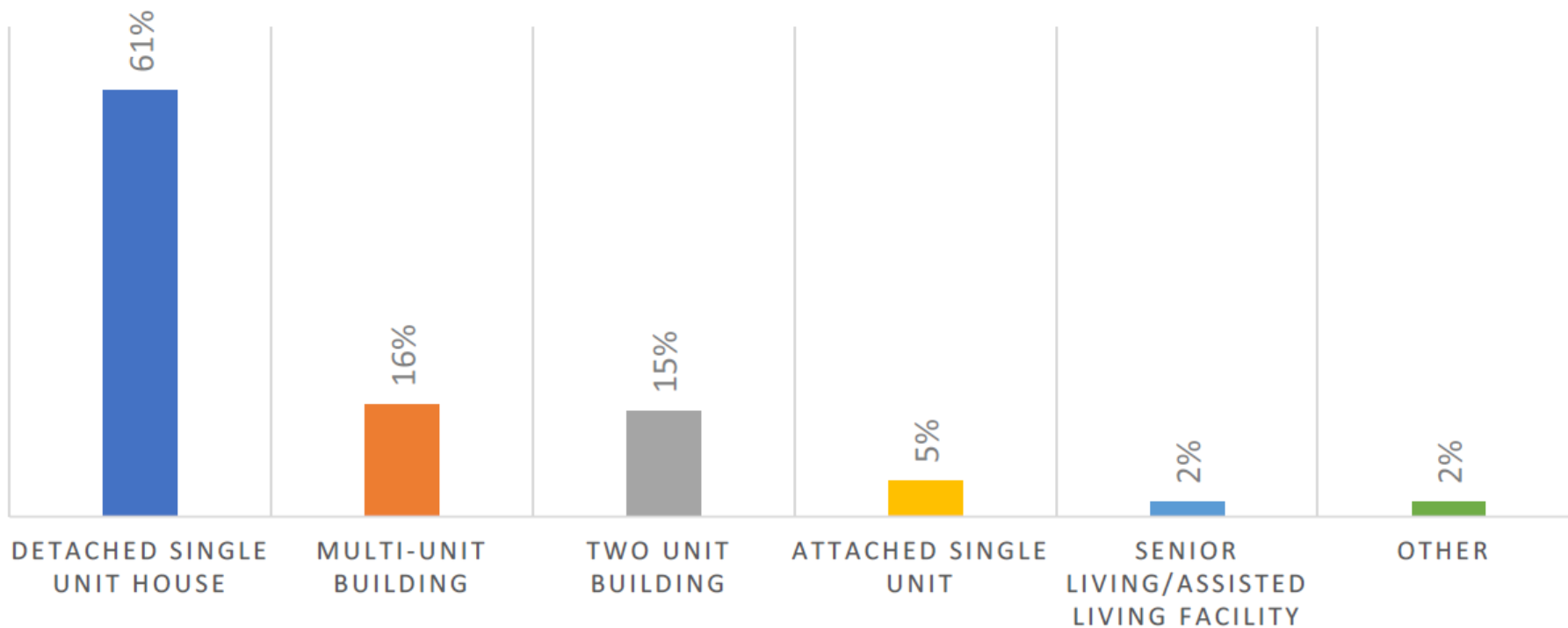


PUBLIC PARTICIPATION

Demographics



Type of Residence

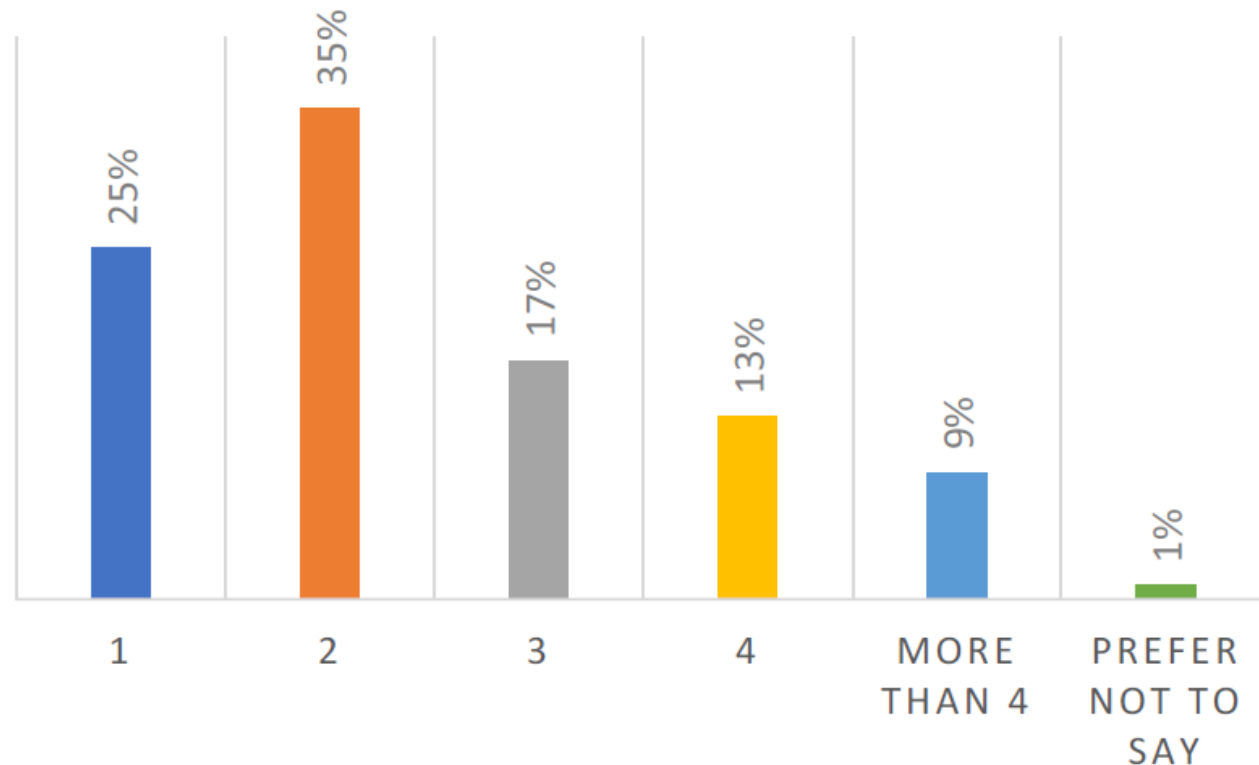


PUBLIC PARTICIPATION

Demographics



**# of People in
Residence**

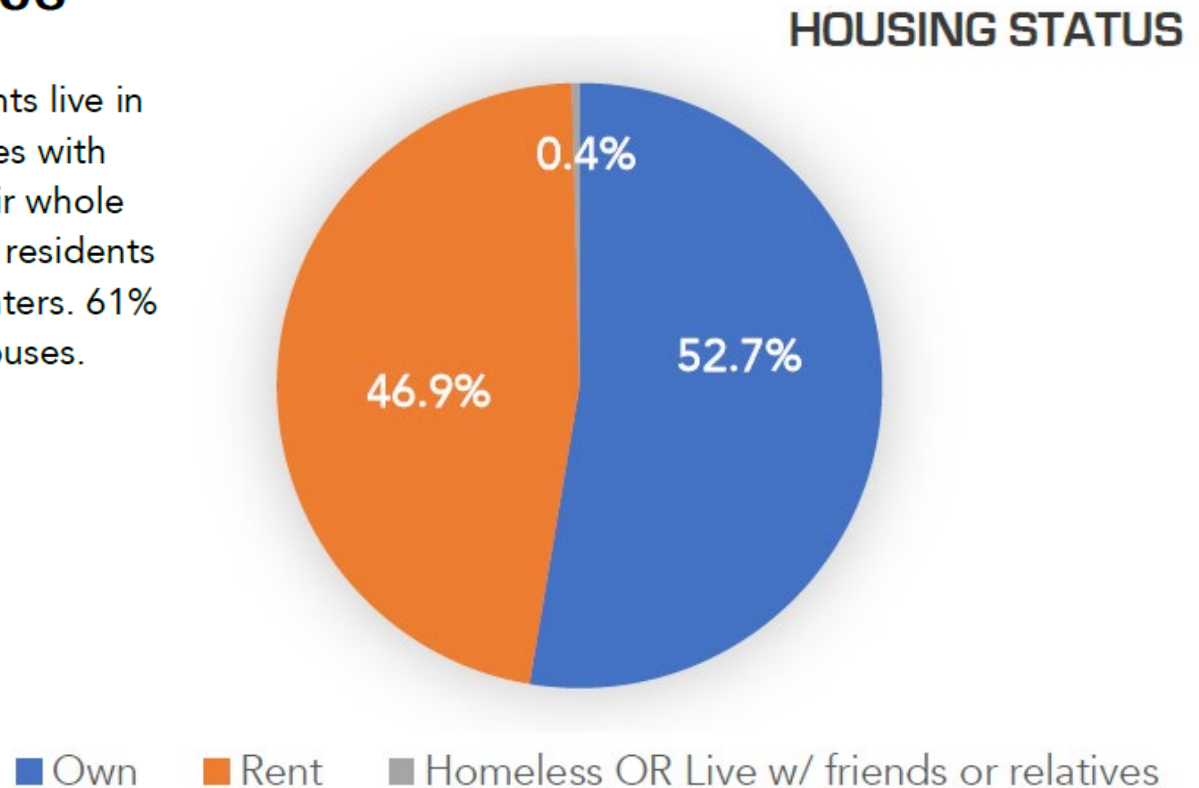


PUBLIC PARTICIPATION

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.

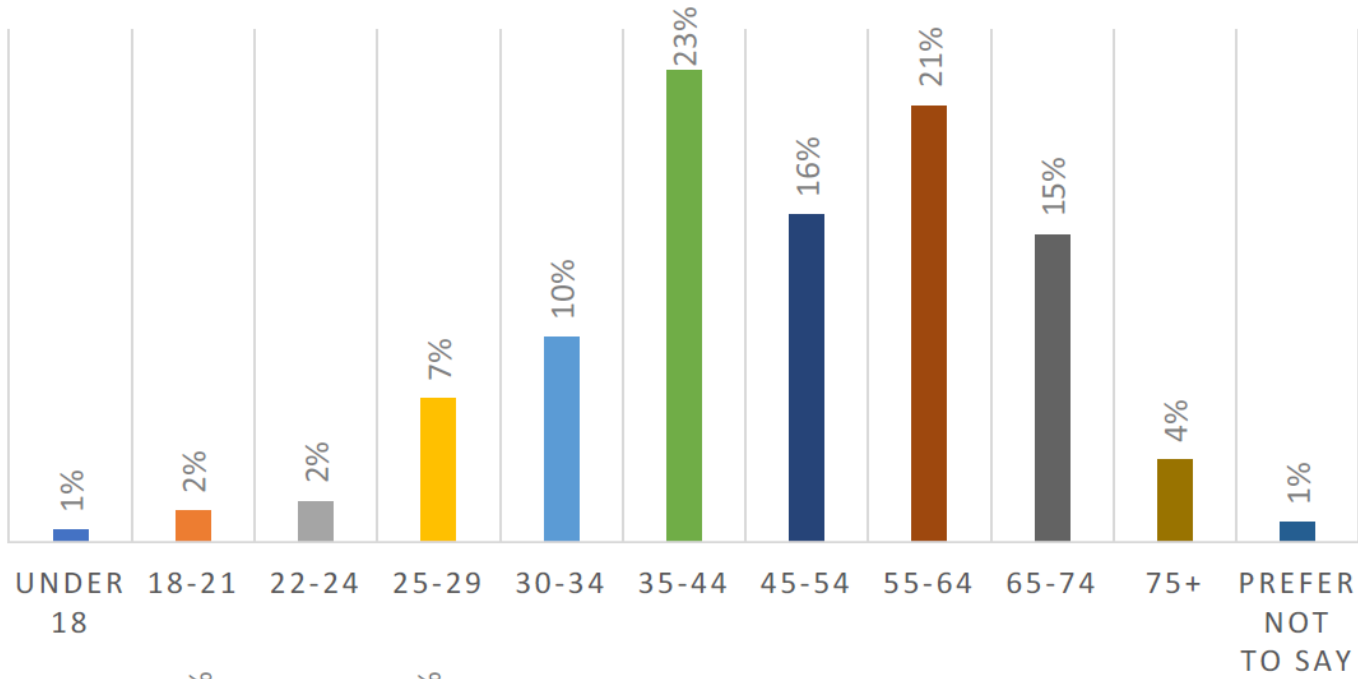


PUBLIC PARTICIPATION

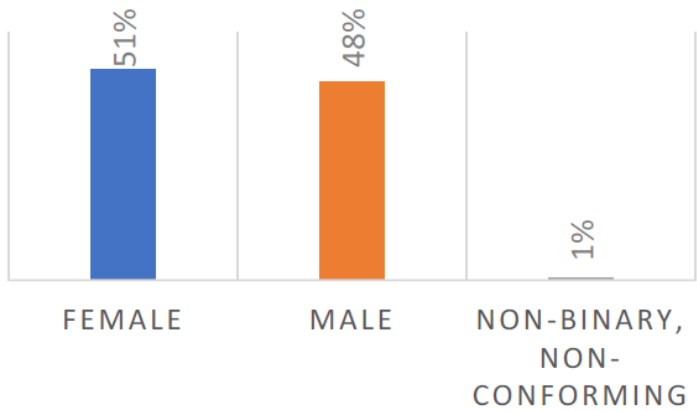
Demographics



Age



Gender Identity



PUBLIC PARTICIPATION

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.**

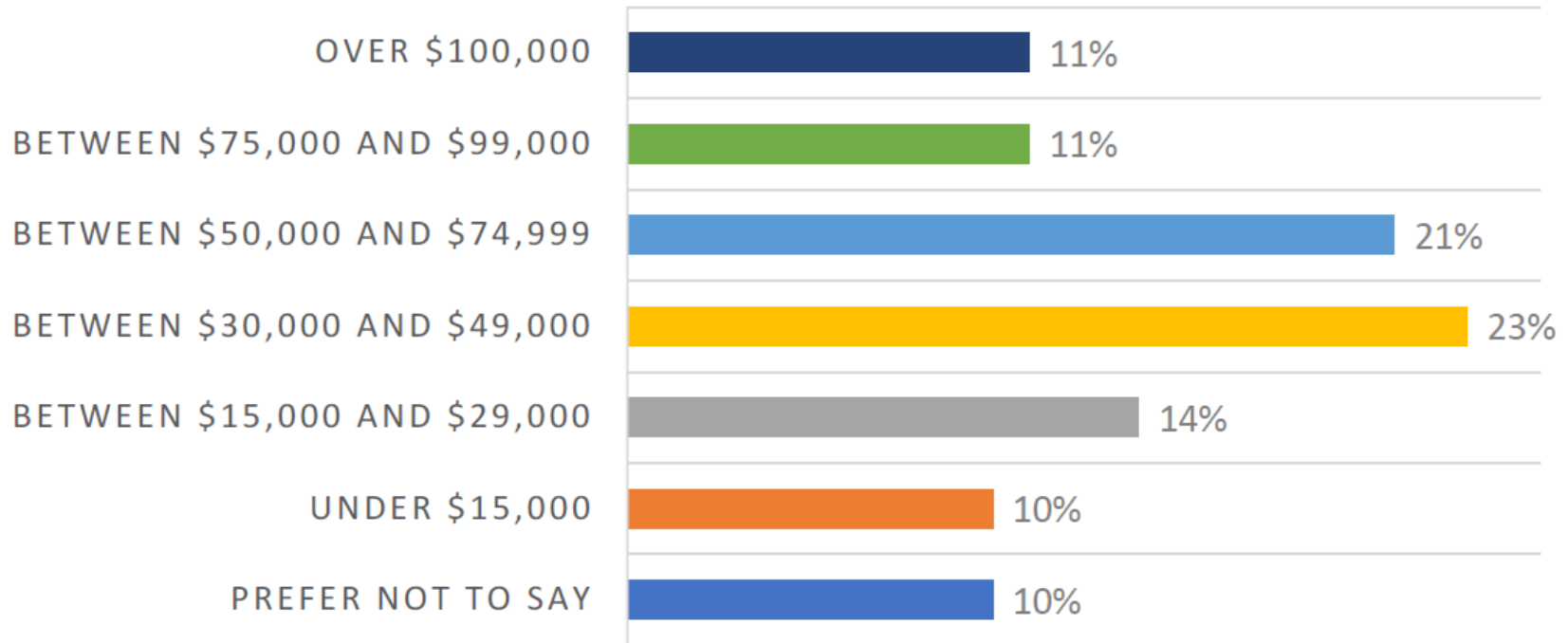
	All my life	More than 10 years	6 to 10 years	Less than 5 years
Black or African American	60%	27%	3%	10%
Hispanic or Latino	45%	26%	16%	14%
White or Caucasian	39%	36%	11%	13%
Multi-racial/ethnic	32%	38%	15%	14%
Native American or Alaska Native	12%	88%	0%	0%
Asian or Asian American	9%	59%	12%	19%
Native Hawaiian or Other Pacific Islander	0%	35%	0%	65%

PUBLIC PARTICIPATION

Demographics



Individual Income Before Taxes

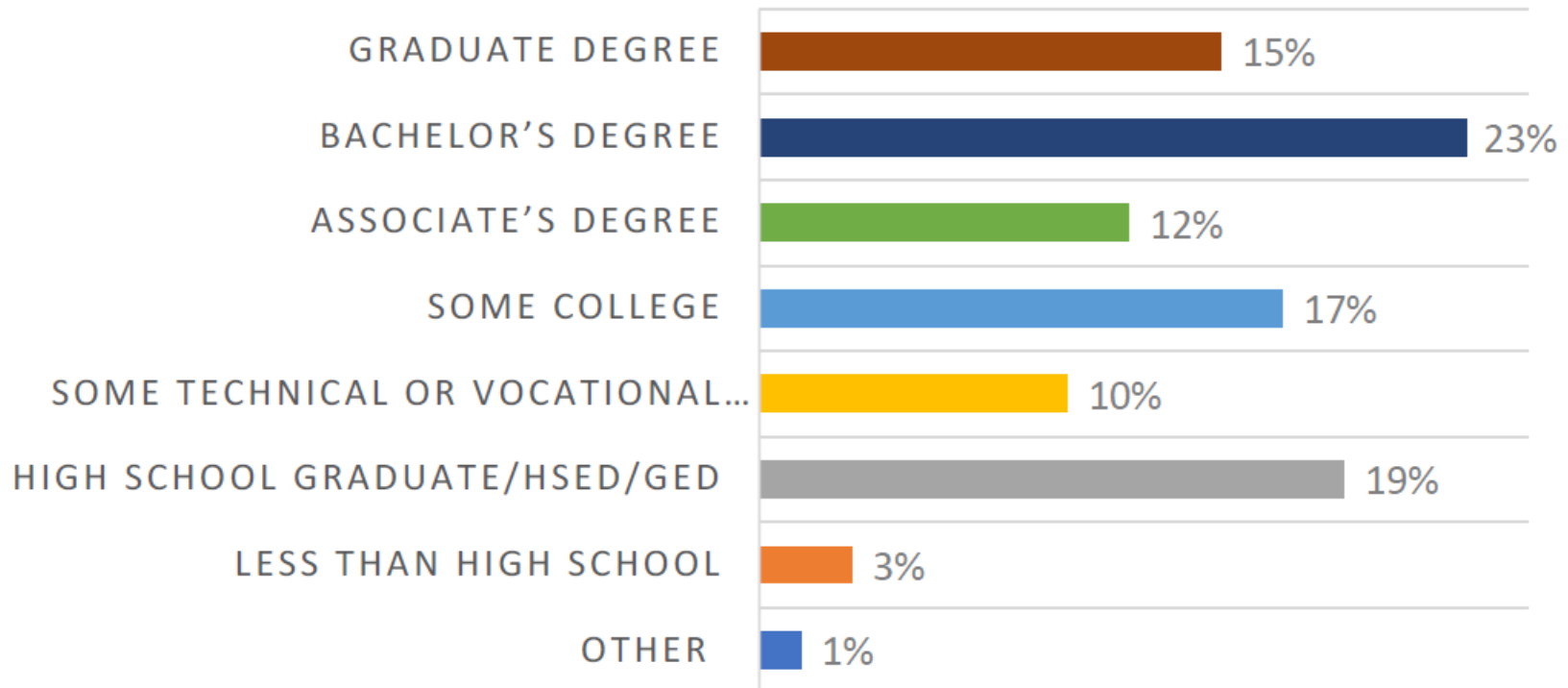


PUBLIC PARTICIPATION

Demographics



Education Completed



WHAT WERE THE RESULTS?

PUBLIC PARTICIPATION

Key Points **Safety** **Road Improvement** **Housing Quality and Appearance**

1. Safety

Neighborhood Priorities

	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%

2. Road Improvement

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%

Which services and facilities need the most improvement?

Conditions of roads/streets **71%**

PUBLIC PARTICIPATION

Key Points Safety Road Improvement Housing Quality and Appearance

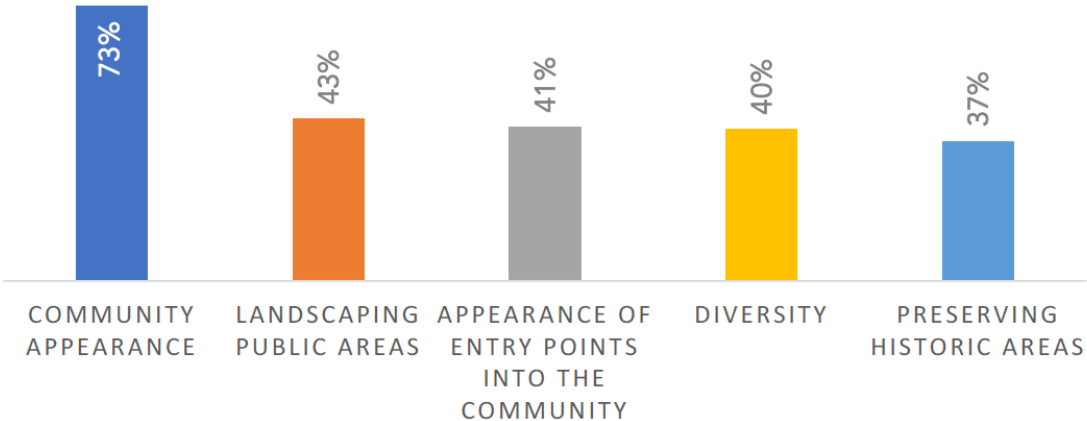
3.Housing Quality and Appearance

Which areas of Racine’s image and identity are the most important to you?

	Very Important + Important	No Opinion	Unimportant + Very Unimportant
Community appearance	94%	5%	1%

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.



PUBLIC PARTICIPATION

	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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

Neighborhood Priorities

	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%
Community centers	57%	25%	18%

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.

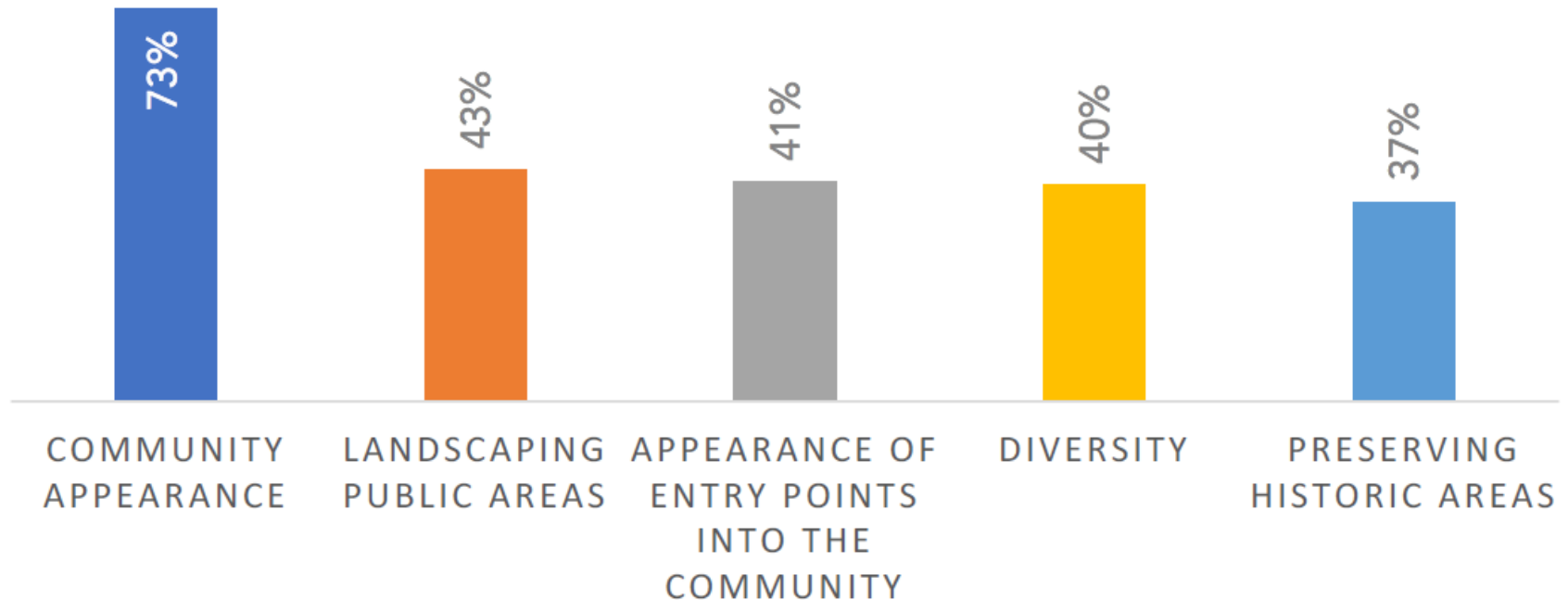
Over \$100,000	38% ↓
Under \$15,000	83% ↑

Community Centers are more important for **those who making less than \$15,000 per year** vs. those whose incomes are over \$100,000.

PUBLIC PARTICIPATION

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.



PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION



Importance of...

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.

PUBLIC PARTICIPATION

Importance of...



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.

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.

Own	50% ↓
Rent	74% ↑

More important for **those who rent** vs. those that own houses in Racine.

White or Caucasian	47% ↓
Hispanic or Latino	68% ↑
Black or African American	88% ↑

More important for **African-Americans & Hispanic/Latinos** than White residents.

PUBLIC PARTICIPATION

Desired Neighborhood Improvements

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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

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%

PUBLIC PARTICIPATION

Disaggregated Business-Owner Feedback

Wants More...	Business-owners	Resident Average
Specialty shops/boutiques	75%	50%
Grocery stores	75%	59%
Library branches	62%	58%

Needing Most Improvement

Public Schools	81%	58%
Diversity	58%	40%
Housing that appeals to young professionals	41%	28%

PUBLIC PARTICIPATION

	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%

	More	Neutral	Less
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%

PUBLIC PARTICIPATION

Unwanted Features of the Community



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!”



Food Deserts & Limited Restaurants

- “Need to bring in higher end retail and nice restaurants not loan places or cheap stores.”



Construction

- “Construction- there are potholes all over, the construction takes you way out of your way” (H/L).

PUBLIC PARTICIPATION

Key Question: How important are the following sustainability initiatives to you?

	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%

PLAN CONTENT AND TOPICS

- 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
- Implementation

Equity Goals and Objectives

Goal 1: Equity

Increase Diversity in City government.

Goal 2: Equitable Land Use

Pursue equitable distribution of land uses.

Goal 3: Opportunity

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

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.

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.

Sustainability and Resiliency Goals and Objectives

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.

Goal 2: Public Realm

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.

Goal 3: Ecosystems

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

Goal 4: Mitigation

Reduce carbon and greenhouse gas emissions.

Goal 5: Resilience

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

Smart City Goals and Objectives

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.

Goal 2: Smart Places

Integrate smart technology in the public realm.

Goal 3: Innovation

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

Land Use Goals and Objectives

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

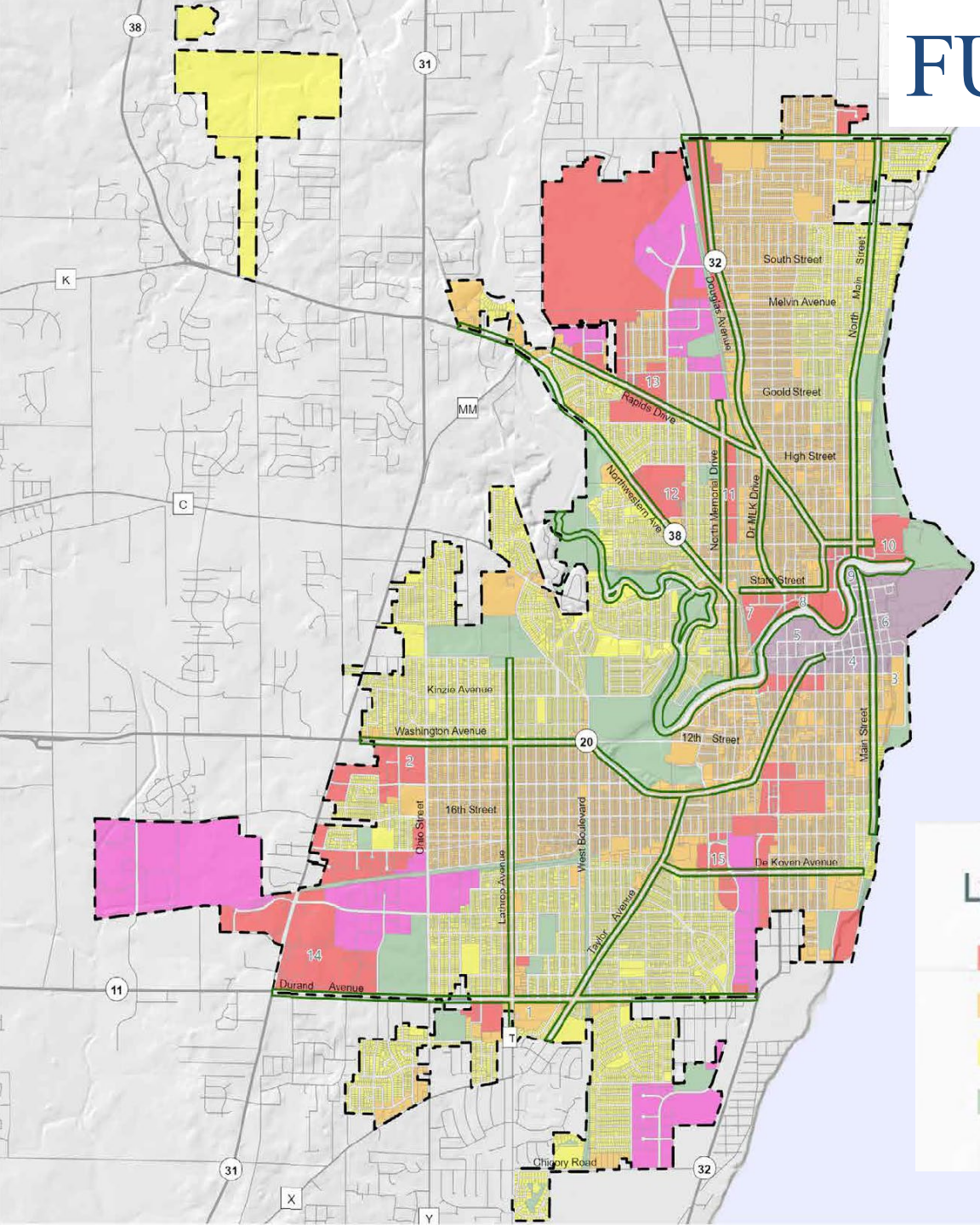
Goal 2: Efficient and Sustainable Land Use

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.

Goal 3: Development and Redevelopments

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.

FUTURE LAND USE MAP



Land Use Categories

- | | |
|------------------|-------------------------------|
| High Intensity | Industrial |
| Medium Intensity | Downtown |
| Low Intensity | Opportunity Areas - Corridors |
| Open Space | |

Housing Goals and Objectives

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.

Goal 2: Land Use and Transportation

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

Goal 3: Home Ownership

Increase home ownership rates.

Goal 4: Neighborhood Character and Identity

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

Goal 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.

Economic Development Goals and Objectives

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.

Goal 2: Business Friendliness

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

Goal 3: Entrepreneurship

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

Goal 4: Neighborhood Identity

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

Goal 5: Promotion

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

Goal 6: Employment

Foster a diverse workforce and range of economic opportunities.

Transportation and Mobility Goals and Objectives

Goal 1: Multi-modal Transportation

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

Goal 2: Land Use and Housing

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

Goal 3: Walkability

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

Goal 4: Regional Transportation

Provide regional connectivity among local multi-modal transportation systems.

Parks, Open Space, and Environment Goals and Objectives

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.

Goal 2: Parks and Recreation

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

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.

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.

Utilities & Community Facilities Goals and Objectives

Goal 1: Utilities

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

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.

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.

Goal 4: Public safety

Improve public safety and the perception of safety.