



RACINE PLACEMAKING

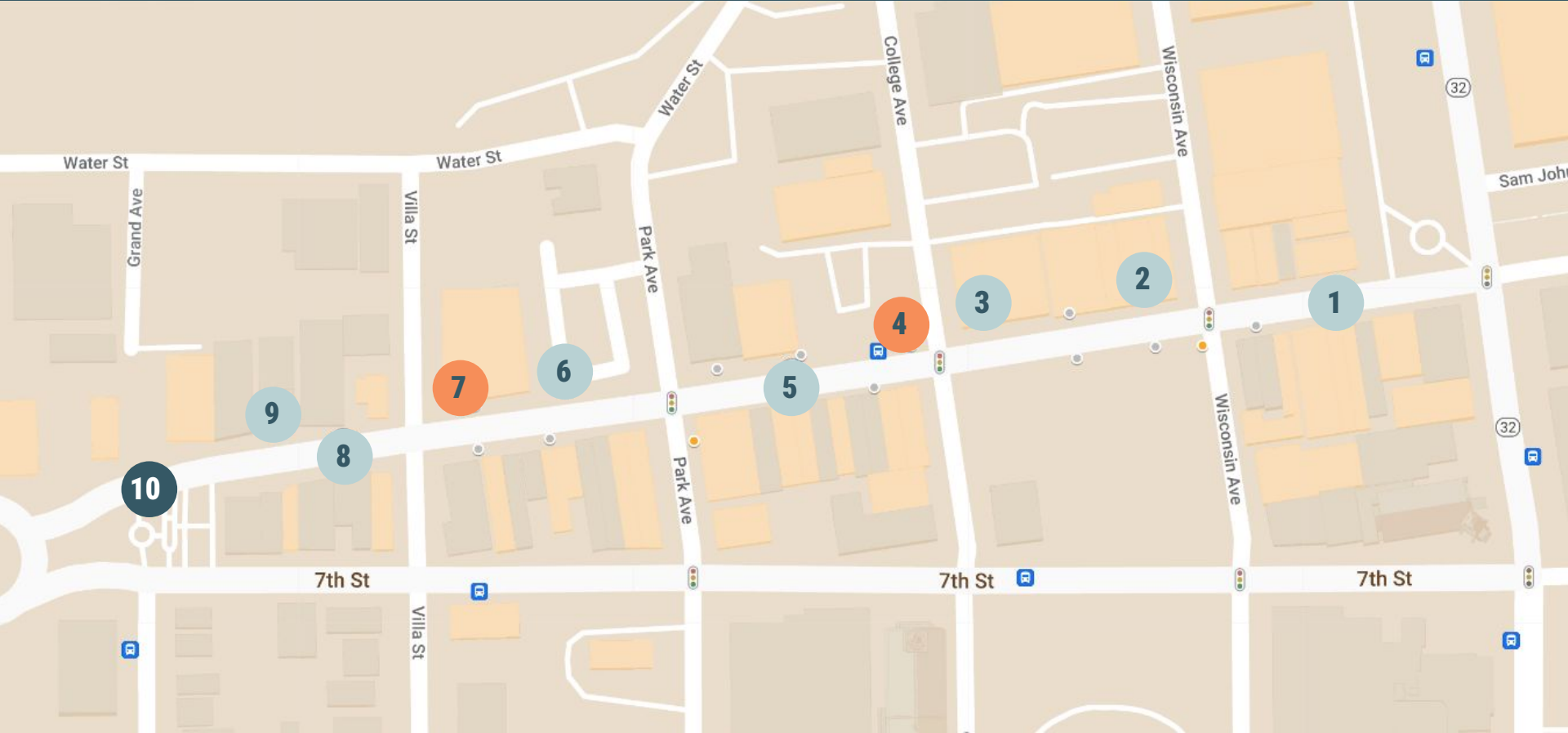
6th Street Storytelling & Rotary Park Installation

Project Background: Goals

- Tell the story of 6th Street through a temporary public realm installation
- Create a future focused storyline that honors the past and present
- Highlight locally-owned small businesses that create community in Downtown Racine

RACINE REIMAGINED
STORYTELLING PANEL
DESIGNS & LOCATIONS

LOCATIONS



1. Decal: Built to Last



MATERIAL:

- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

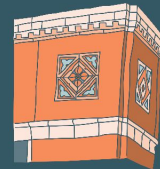
NOTES:

- Designed to withstand both foot and rolling vehicle traffic.
- Certified Slip-Resistant
- Easy installation and removal

The Renaissance
RACINE REIMAGINED

BUILT *to* LAST

It's no wonder that so many of the buildings of Downtown Racine feature prairie style architecture – adorned with long, horizontal lines and overhanging eaves and bands of stone, wood, or brick – they were built to last. The architectural style was made popular in the 1900s and celebrates the long, low landscape of the Midwest. Though many businesses have come and gone, the beautifully ornamented Miller's Flowers and Racine Eye Doctor have called 6th Street home for over 100 years.



2. Decal: Sleepy yet Energetic



MATERIAL:

- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

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SLEEPY *yet* ENERGETIC

Where does creativity and innovation come from in Racine? Well, everything works better when you unplug it, including you. Recharge while looking over the lake, eating at a new restaurant, or making your way through the shops. As the town comes alive with concerts, shows, and festivals, you'll find a community ready to celebrate, make memories, and support new endeavors. Let your mind recharge and good things will come.

FPO

3. Decal: The Show Must Go On



MATERIAL:

- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

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The **SHOW** *must* **GO ON**

The 6th Street Theatre has taken on many roles over the years. It started as the Pythian Castle – a meeting place for the Knights Pythias, a fraternal order and secret society. It later became the home of the Red Cross Drug Company, bringing the latest and greatest in pharmaceutical meds to the area. From meeting places to storefronts, the building has long been a vibrant center for community gatherings. The 6th Street Theatre is now home to Over Our Head Players, a not-for-profit organization committed to providing quality theatre and entertainment.



4. Wayfinding Sign: New Businesses Old Places



MATERIALS:

- ~24" x 52" vinyl application

NOTES:

- Applied to back side of existing panel
- Removable if/when desired

New **BUSINESSES**, Old **PLACES**

Throughout 6th Street, modern businesses breathe new life into old spaces. You'll find an old paintshop turned artist studio, a speakeasy turned coffee shop, and pharmacy turned theatre – all while preserving the historic charm. It takes a considerable amount of ingenuity for a downtown to keep reimagining itself.

There is hidden treasure behind every corner in Downtown Racine. Many 6th Street and Downtown Racine's businesses still have their original purpose tucked into their design or operation. Below are some of our favorites!

THE KAISER BUILDING

218 6th Street



Originally a hardware store in 1887, the Kaiser building is instantly recognizable today with its warm terra cotta glaze and letters carved in stone. Soon after its life as a hardware store, the building became United Woolen Mills Co., which made custom-tailored clothing using only the best fabrics. A new custom suit would cost about \$10 – which is over \$1,000 today.

In 1914, Maurice and Helen Kaiser took over the building to create Kaiser's men's clothing store – equipping residents with the latest fashions. In 1923, following French influence, Frank J. Hoffman designed an art deco-style facade that remains today. Since its original purpose, the building maintains its sparkle as the home to two jewelry stores.

SANDERS PAINT & WALLPAPER, INC

511 6th Street



After fighting in World War II, Bill Sanders took ownership of the paint store he had worked at for 10 years and renamed it Sanders Paint & Wallpaper in 1963. The building features the old school markings of a shop that created everything from scratch. The paint shop is now an artist's studio – giving new life to the decades spent mixing, matching, and selling paint.

KEWPÉE BURGERS

520 Wisconsin Ave



Kewpee has held a presence in Downtown Racine since 1926. The bustling hamburger shop is one of the last locations for the once popular Midwestern fast food chain and represents one of the oldest fast food restaurants in the country. Inside you'll find walls adorned with kewpie dolls, the inspiration for the name, and a menu that features freshly made smash burgers and homemade root beer at an affordable price.



5. Decal: What If?



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- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

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WHAT IF?

At the turn of the century, the Midwest's grand landscape became a blank canvas for problem solvers, innovators, makers, and folks daring enough to create something from nothing. This small lakeside community is the home of innovative companies in publishing (Western Publishing), home appliances (Oster, Hamilton Beach), farming (J.I. Case, Modine Manufacturing), and more!

It's always been a place of makers, doers, and people unafraid to ask, 'What if...?'



6. Decal: On the Open Road



MATERIAL:

- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

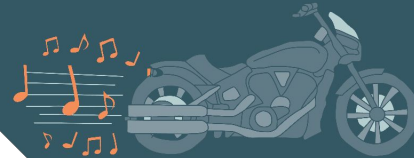
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On the **OPEN ROAD**

Bringing the spirit of innovation from Massachusetts to Racine, the Indian Motorcycle dealership has long been a place for those who dare to dream bigger, better, and faster. This family-owned establishment prides itself on the ability to connect the community. Throughout the year, you'll find festivals, parades, and live concerts that echo good fun and the rebellious American spirit.



7. Wayfinding Sign: A Tiny Spark



MATERIALS:

- ~24" x 52" vinyl application

NOTES:

- Applied to back side of existing panel
- Removable if/when desired

Welcome to THE RACINISSANCE

a tiny spark

You can't beat the feeling of inspiration – that tiny spark that radiates through your entire being with new ideas and the hope for something greater. Set at the mouth of Root River on the shores of Lake Michigan, Racine has long been a birthplace of creativity and innovation. Ideas have flowed from here to shape all of modern society and formed a culture of innovators, inventors, and pioneers who aren't afraid to challenge the status quo.

But what sparks our renaissance? Is it a location – the dreamy lakefront town that bellows the spirit of Americana? Is it a new freedom – old ideas that have died and are now reawakened to a greater possibility? Is it the people – a collective feeling of hope and curiosity that allows us to welcome change?

As you walk along 6th Street, notice what inspires you. You're surrounded by artists and folks who aren't afraid to create something from nothing. Our next best masterpiece may be what comes from you.

THINKERS



S.C. Johnson

S.C. Johnson knew the power of a pivot: After an early career working on the railroads, he found his way to Racine, Wisconsin, and got a job at the Racine Hardware Manufacturing Company as a parquet floor salesman. He eventually took over the business and invented Johnson Wax—a complementary wax product that would keep the floors looking sparkly and clean. Passing on the torch to his son, S.C. Johnson is now the owner and manufacturer of many of your favorite household products and cleaning solutions.

MAKERS



Robert & Ethel Miller

Racine has always been home to people who take pride in making things by hand. In 1908, Ethel Miller moved from Milwaukee to Racine and opened Racine Floral Co. She crafted beautiful arrangements for weddings, funerals, anniversary, and every celebration in between. What became known as Millers Flowers in the 1950s was passed down through generations making it the oldest family-owned business in Downtown Racine.

GIVERS



Jennie E. Wustum

Sparked by the generosity of Jennie E. Wustum in 1938 after her husband's passing, the Racine Art Museum (RAM) has become an internationally recognized museum benefiting a community of more than 11 million people. To this day, the mission of the Racine Art Museum is to exhibit, collect, preserve, and educate in the contemporary visual arts.

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8. Decal: What's for Dinner?



MATERIAL:

- 24" x 24" sidewalk decal with a PVC-free aluminum foil base

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WHAT'S *for* DINNER?

Out here on the “third coast” you’ll find that residents and seasonal visitors love to gather and entertain. Connect with friends over Mexican food, or maybe Greek, or maybe Jamaican.

No matter what you choose, you’ll find classics that have stood the test of time and others that continue to bring in new flavors from around the world.

FPO

9. Decal: A Place for All



MATERIAL:

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The Renaissance
RACINE REIMAGINED

a **PLACE** *for* **ALL**

It doesn't matter where you started.
We're grateful that you're here now.

You can't have a renaissance without being open to all people and all ideas. 6th Street is a destination for people of all shapes, sizes, and backgrounds. The open-minded nature has granted us the opportunity to embrace and celebrate our neighbors. Places like the Racine Heritage Museum remain committed to preserving and sharing our stories.

FPO

10. Utility Box: Something in the Air



MATERIAL:

- 48" x 58.5" vinyl application

NOTES:

- Applied to north facing side of utility box facing the installation

SOMETHING — in the AIR

There's just something in the air along 6th Street.

A Renaissance is a movement that comes alive when new energy wakes up a space, place, or entire generation of people. *Hope sings through the air and we get curious about what's possible.*

6th Street has become the home of the **Racine Renaissance**, making downtown a birthplace for creativity, invention, and innovation. The businesses, studios, restaurants, and historic spaces have become a home for those *brave enough to breathe new life into old spaces and challenge the status quo.*

*The
Racine Renaissance*

RACINE REIMAGINED

This installation and the stories throughout the district are part of a temporary installation designed in partnership with the Wisconsin Economic Development Corporation, Downtown Racine Corporation, 6th Street merchants, and All Together design studio.

ROTARY PARK INSTALLATION & DETAILS

Rotary Plaza: Aerial Installation Vision

Create an installation that embraces movement and energy to be experienced by anyone who walks through the spaces. The installation draws your eye up, attracting attention of those who drive by the site as well.



Rotary Plaza: Aerial Installation Details

MATERIALS:

- Polyethylene plastic strips (lightweight, durable)
- Durable plastic mesh (strips attach to mesh grid)
- Connected to large tree limbs with rubber coated wire

NOTES:

- Will be installed for ~8 weeks starting September 10.
- 9 strands will be strung from one tree to another
- All Together will install and deinstall
- Downtown Racine will maintain



Similar Installation: Joy on Central

EVANSTON, IL:

- Same materials but designed as circular elements vs. garland
- Remained on street trees for 12 weeks
- Lasted through a mild tornado

REFERENCE:

- Laura Brown
Downtown Evanston
lbrown@downtownevanston.org



NEXT STEPS

Next Steps:

- Feedback on Content & Design - **Aug 12**
- Refined Panels - **Aug 15**
- Necessary Approvals - **Aug 23**
- Send to Print - **Aug 26**
- Installation on **Sept 10**
- WEDC Workshop on **Sept 11**