
CITY OF RACINE, WISCONSIN NEIGHBORHOOD REVITALIZATION STRATEGY AREA FOR THE LINCOLN-KING AREA: 2024-2029

Introduction

The U.S. Department of Housing and Urban Development (HUD) encourages cities to adopt Neighborhood Revitalization Strategy Areas (NRSAs) to unite government, civic, business, and non-profit organizations in supporting the revival of struggling neighborhoods. With an approved NRSA, the City of Racine gains flexibility in utilizing certain funds within a designated area to address housing, job training, and community development activities.

In line with the City of Racine 2025-2029 Consolidated Plan, the City proposes designating the 'Greater Uptown' area as an NRSA, meeting all HUD requirements and boasting numerous ready-to-implement plans.

An NRSA, approved by HUD, grants municipalities specific flexibility with Community Development Block Grant (CDBG) funds. CDBG grants are allocated to municipalities by HUD to benefit low- and moderate-income residents and to eradicate blight. These funds are typically utilized for public infrastructure, housing projects, economic development, and public services, subject to federal regulations.

The primary objective of establishing an NRSA is to leverage CDBG flexibility for neighborhood revitalization. Moreover, programs within the NRSA can foster collaboration among community groups, nonprofits, government entities, developers, and employers in a concentrated area. Concentrating multiple development activities within a defined area enhances their collective impact, as opposed to dispersing efforts across a larger area or various timeframes. By concentrating resources and fostering collaboration, significant results can be achieved in targeted revitalization efforts.

Proposed Neighborhood Revitalization Strategy Area (NRSA) Racine, Wisconsin

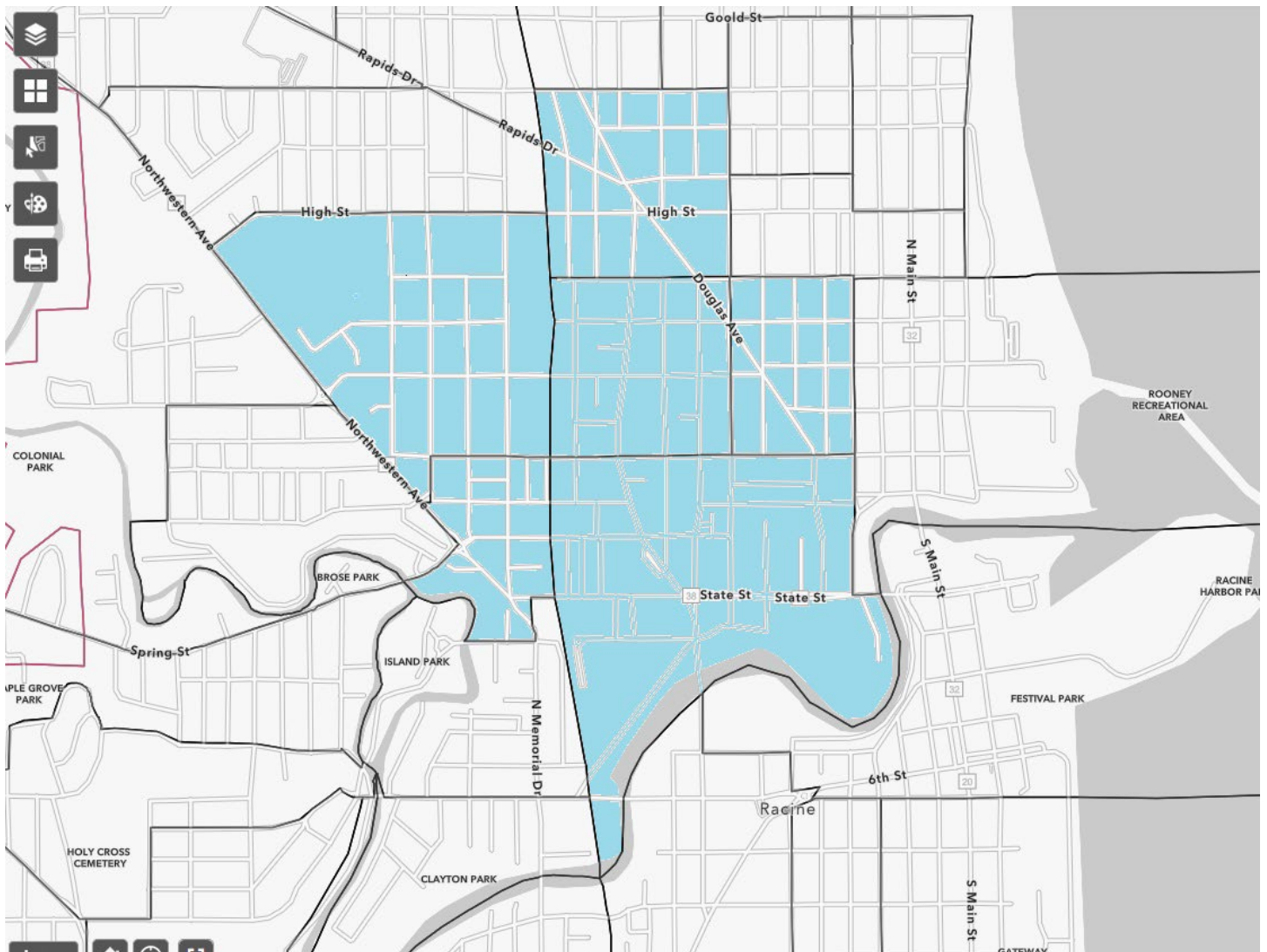


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NEIGHBORHOOD REVITALIZATION STRATEGY AREA

The process of selecting a Neighborhood Revitalization Strategy Area (NRSA) within Racine adheres to the guidelines set forth by the U.S. Department of Housing and Urban Development (HUD). This involves careful consideration of the area's historical context, existing plans, economic potential, and input from local stakeholders. HUD mandates that an NRSA primarily comprises residential properties with well-defined boundaries and a significant proportion of low-income households. The overarching goal of NRSA's is to rejuvenate targeted neighborhoods by fostering a coordinated, comprehensive approach to community development.

By designating an NRSA, Community Development Block Grant (CDBG) grantees can leverage resources to stimulate investment and empower low-income residents residing in distressed neighborhoods. The Lincoln-King Area aligns with these criteria and offers additional advantages, including the presence of adopted neighborhood plans, economic studies, active community groups, and a rich historical heritage. These attributes position the Lincoln-King Area as a prime candidate for targeted revitalization efforts aimed at enhancing the quality of life for its residents and promoting sustainable economic development.

Revitalization Cluster Strategy

The proposed Neighborhood Revitalization Strategy Area (NRSA) aims to complement existing community initiatives within the geographic area, thereby enhancing the effectiveness of all endeavors. The overarching objective of these programs is to rejuvenate a blighted and underserved section of Racine characterized by numerous vacant or underutilized commercial and residential properties. By facilitating affordable owner-occupied housing options, the NRSA will play a pivotal role in the broader revitalization efforts, aligning synergistically with four other community initiatives.

The Racine Community Development Authority (CDA) is concurrently executing the Lincoln-King Redevelopment Plan, which intersects with the proposed NRSA. With a \$15 million investment from the State, the CDA is focused on enhancing housing within the Lincoln King Neighborhood across several phases.

Moreover, the City of Racine, in collaboration with the State of Wisconsin, is injecting nearly \$65 million into the Lincoln King Neighborhood. This investment encompasses the construction of a community center, a health facility, and housing improvements. Positioned at the neighborhood's core and in close proximity to Julian-Thomas Elementary School, the King Center will offer an array of programs, including recreational facilities, classrooms, and amenities identified by community stakeholders. Designed to address health, wellness, and social disparities, the center aims to perpetuate the legacy of the existing King Center while paving the way for future generations. Community involvement in the design process remains paramount to ensure alignment with local needs.

Furthermore, the City of Racine is actively enhancing its transit hub, which serves as the focal point for the electric commuter bus network and is adjacent to the proposed NRSA. Concurrently, the refurbished rail station, situated nearby, is set to advance passenger rail service along the Kenosha-Racine-Milwaukee (KRM) Regional Rail Corridor, supported by funding from the Consolidated

Appropriations Act of 2022. In response, the City has issued a Request for Qualifications (RFQ) to leverage this opportunity.

Additionally, the Rental Empowerment and Neighborhood Tenant Services (RENTS) Initiative represents a significant housing reform effort within Racine, addressing poor housing conditions, safeguarding renters' rights, enhancing property values, and elevating citizens' quality of life. Through this comprehensive initiative, the City aims to improve housing citywide, promote accountability among property owners, and facilitate access to resources for property improvements.

Housing and Economic Opportunities

The City of Racine is strategically positioning the target area to maximize its potential for attracting additional investment through a revitalization cluster strategy.

In terms of housing, the City of Racine Community Development Authority is implementing a diverse range of housing options within its redevelopment plan for the target neighborhood. This includes the integration of single-family homes, townhomes, and historic apartments, offering residents a variety of housing choices. Additionally, the City is collaborating closely with Racine Habitat for Humanity to leverage its resources and community-oriented approach in providing affordable housing solutions within the target area.

Regarding economic opportunities, the City of Racine is committed to facilitating employment opportunities for underemployed and unemployed residents through its Racine Works Program (RWP). The RWP certification program is specifically designed to incentivize the employment of city residents in the workforce of contractors and developers involved in certain city-funded construction and private development projects. Contractors bidding on projects funded by the City of Racine are required to hire at least 20% of their workforce from RWP-certified City of Racine residents. Contractors and developers are encouraged to consult their bid package, contract, or agreement to ascertain project-specific requirements.

NRSA Designation Benefits

Communities with approved Neighborhood Revitalization Strategy Areas (NRSAs) benefit from enhanced flexibility in utilizing their Community Development Block Grant (CDBG) funds for economic development, housing, and public service initiatives. This flexibility is specifically tailored to foster innovative programs in economically disadvantaged areas of the community. The areas of enhanced regulatory flexibility include:

- **Job Creation and Retention:** Efforts focused on creating or retaining jobs within the selected neighborhood may qualify as meeting the Low- and Moderate-Income (LMI) area benefit national objective requirements. Businesses receiving assistance under this provision are not required to track the income levels of newly hired employees to demonstrate LMI benefit. This reduces administrative burdens on businesses and incentivizes their participation in community job programs.
- **Housing Unit Aggregation:** Grantees are permitted to aggregate housing units for which CDBG funds are obligated during each program year and treat them as a single structure. With a requirement that 51 percent of the total units be occupied by LMI households, this approach offers greater flexibility in applying LMI housing national objective criteria. Consequently, grantees have flexibility in providing housing to residents of the NRSA neighborhood.
- **Exclusion of Economic Development Activities:** Economic development activities conducted within the NRSA may be excluded from the aggregate public benefit standards, thus reducing

record-keeping requirements. This grants grantees greater flexibility in selecting and implementing economic development initiatives while lessening the amount and scope of information required to be collected and documented.

Moreover, all public services offered within the NRSA as part of qualified projects under the NRSA by a Community-Based Development Organization (CBDO) are exempt from the public services cap. This exemption allows grantees to offer a more intensive level of services within the approved community as needed to stimulate revitalization. This flexibility extends to job training and other employment-related services, providing a crucial foundation for economic opportunity for neighborhood residents.

Lincoln-King Neighborhood History

Through a collaborative effort with the State of Wisconsin, the City of Racine is committing approximately \$65 million towards the revitalization of the Lincoln King Neighborhood. This investment encompasses the construction of a community center, a health facility, and the enhancement of housing within the area. The Lincoln-King Neighborhood NRSA is delineated by Northwestern Avenue, High Street, Douglas Avenue, and State Street, covering an expansive 374-acre area.

This neighborhood, steeped in history, is home to some of Racine's oldest structures, legacy manufacturing facilities, bustling retail districts, multiple rail and highway corridors, active school zones, and aging residential quarters. By embracing the NRSA designation, the City of Racine gains crucial spending flexibility within this region. This flexibility enables the City of Racine to undertake extensive rehabilitation efforts targeting homes occupied by low-to-moderate-income homeowners, thereby fostering the preservation and enhancement of community assets.

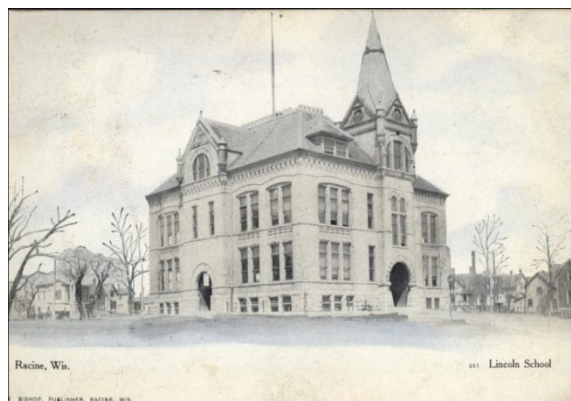
Julian Thomas Elementary School



Julian Thomas Elementary is one of the original school buildings of Racine, WI. It was originally named the Fifth Ward School (1855- 1891), then it was renamed Garfield School (1891-2003). The school was closed for renovations and finally reopened as Julian Thomas Elementary School (2003-Present) named after a local civil rights activist.

Lincoln School Historic (Lincoln School Historic Apartments)

Lincoln School Historic Apartments, formerly Lincoln School, is a former public school and current loft apartment building in Racine, Wisconsin. Constructed in 1890, it replaced an earlier school on the other side of State Street, which had been built in 1862 and damaged by a tornado in 1883. The school opened in April 1891, with eight classrooms. An addition was made in 1908, adding eight more rooms, as well as an auditorium, stockroom, nurse's room, and teacher's lounge. A statue of the school's namesake, Abraham Lincoln, was erected on a triangular plot next to the school in 1923.

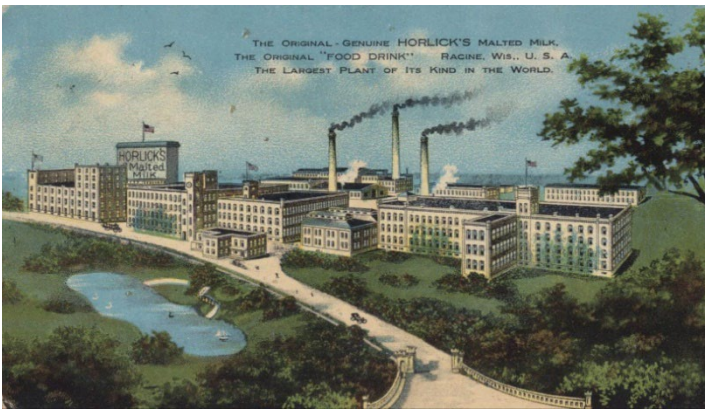


Corinne Reid Owens Transit Center

In 1980, the building was put on the National Register of Historic Places. In 2003, the City of Racine acquired the building and land as part of its new multi-modal Racine Metro Transit Center. A bus passenger terminal, completed in 2004, was built immediately to the east of the depot, mimicking the canopies and platforms of the old train station. Restoration works then started on the depot itself. The restored depot will have two functions. When the Southeast Wisconsin counties of Kenosha, Racine, and Milwaukee have completed the work necessary to bring commuter rail back to the area, it will become once again, the rail passenger stop in Racine connecting the City with Milwaukee and Chicago.



Horlick Malted Milk Company Industrial Complex



(2100-2234 Northwestern Avenue)

The complex has fourteen total resources comprised of ten contributing buildings, two contributing structures, and two non-contributing buildings. The twelve contributing resources in the complex were constructed by the Horlick Malted Milk Company between 1885 and 1926. The contributing resources were functionally related and operated as the company's manufacturing plant and headquarters during the period of significance from 1885 through 1951. The complex retains integrity and reflects the industrial significance of the Horlick Malted Milk Company. The Horlick Malted Milk Complex is now one of the newest development sites in the City of Racine that will feature over 400 apartments/townhomes and 200,000 square feet of commercial space.

Neighborhood and Demographic Criteria

The revitalization strategy for the Lincoln-King Area is meticulously tailored to prioritize housing and economic enhancements, alongside associated components such as education, job skills, and access to capital. To ensure effective design and evaluation of revitalization efforts, the U.S. Department of Housing and Urban Development (HUD) mandates that all Neighborhood Revitalization Strategy Areas (NRSAs) adhere to the following criteria:

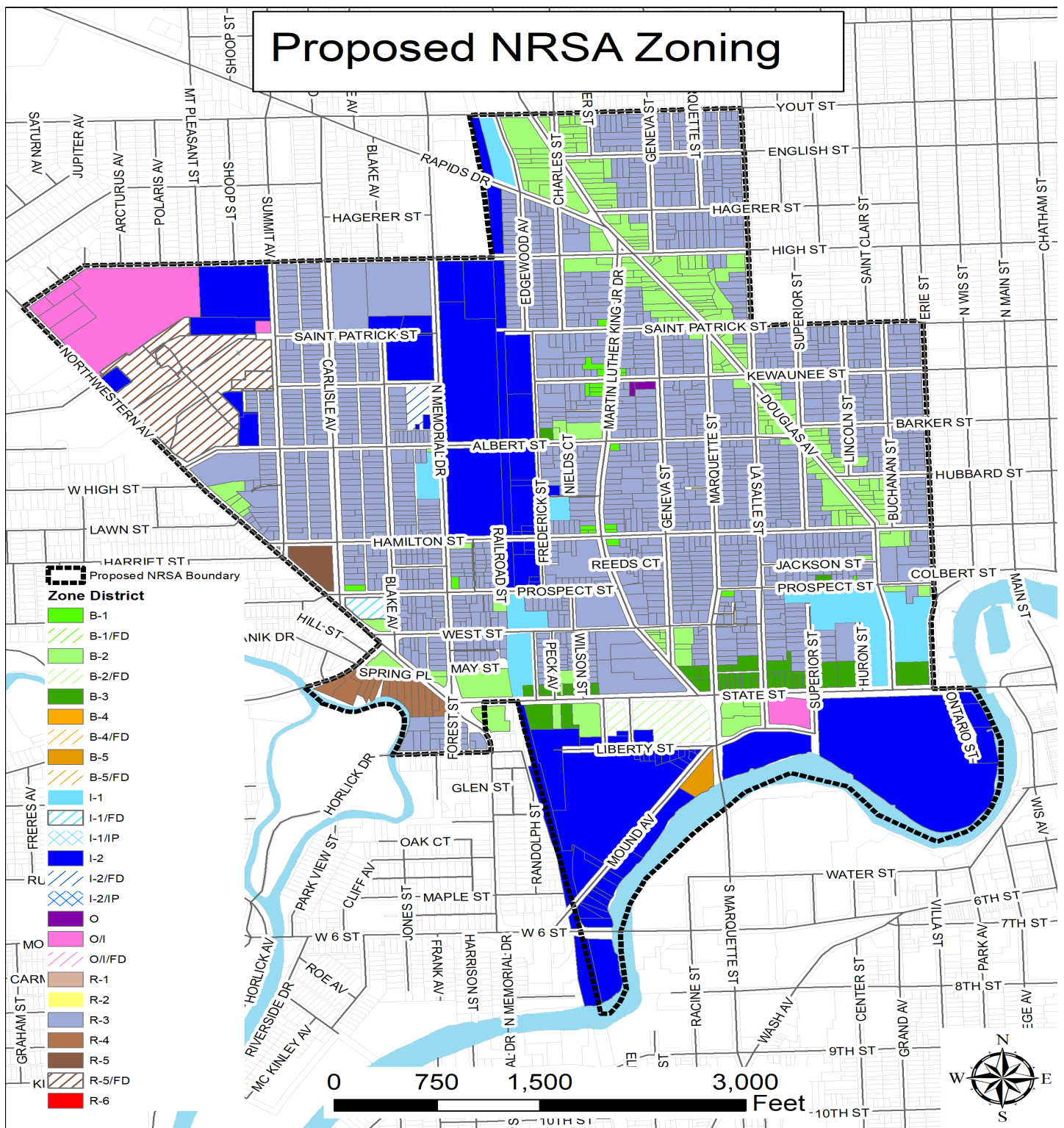
Primarily Residential Areas:

The Lincoln-King Area NRSA predominantly comprises residential zones, integrated with central business and industrial districts. Regional land-use maps project a shift towards low- and high-density residential developments, alongside expansions of the retail corridor. Notably, the majority of the residential area within the NRSA is zoned as R3, as defined by Sec. 114-306 of the Racine Municipal Code. This zoning designation is aimed at accommodating single-family and two-family dwellings, along with limited apartment dwellings while maintaining a low-density owner-occupancy character.

Permitted uses within R3 zoning include:

- Single-family dwellings.
- Two-family dwellings.
- Multiple-family dwellings.
- Community living arrangements serving 15 or fewer persons, excluding staff or live-in families.

Sections of B2 zoning are also present along Washington Avenue and Sixteenth Street within the NRSA. The B2 community shopping district caters to a larger consumer population, allowing for a wider range of uses and structure sizes to accommodate both daily and occasional shopping needs. Additionally, various zoning categories, including parcels zoned for Industrial (I) uses, are represented within the NRSA. Should there be a preference for housing or commercial redevelopment within the area, zoning adjustments would necessitate approval by the City Plan Commission and Common Council, aligning with the overarching goals of the Lincoln King Area Strategic Development Plan.



Defined Boundary

Over the past 150 years, certain neighborhoods within the Lincoln-King area have been deeply rooted in the community fabric, witnessing shifts in boundaries and identities due to various factors such as administrative changes, road development, economic transformations, and demographic shifts.

Throughout the years, these neighborhoods have been subject to a series of local planning efforts, each with its own set of boundaries depending on the author and intended purpose. These plans

have played a pivotal role in shaping the development trajectory of the area, fostering community engagement, and addressing pertinent issues. Some of the notable plans include:

- DOUGLAS AVENUE REVITALIZATION PLAN
- BACK TO THE ROOT: AN URBAN RIVER REVITALIZATION PLAN
- LINCOLN-KING REDEVELOPMENT PLAN

The NRSA area falls within the current Lincoln-King Redevelopment study boundaries and follows the most recent U.S. Census Bureau Block Groups, a key boundary for area-wide CDBG-funded projects. The boundary includes the following 2022 U.S. Census geography:

- Census tract 400: Block Group 2-4
- Census tract 500: Block Group 2
- Census tract 12.2: Block Groups 3
- Census tract 13.02: Block Group 3

Demographics (Low- and- Moderate Income Households)

NRSA designation should target distressed neighborhoods containing a high percentage of low and moderate-income residents. According to HUD regulations, the percentage of LMI residents must be greater than the jurisdiction's upper quarter percent (HUD LMISD). The weighted percentage of low or moderate-income residents across the census tracts that include the Lincoln-King neighborhood is 73.32%. The Greater Lincoln-King area falls within 6 census tracts with the following percentages of low or moderate-income persons:

Demographics						
Census Block Group	400.2	400.3	400.4	500.2	1202.3	1302.3
Population	1,305	663	657	523	1,470	876
Ethnicity & Age						
African American %	35%	33%	53%	52%	30%	4%
White N/Hispanic	23%	7%	22%	15%	20%	47%
Hispanic/Latino %	42%	58%	22%	32%	49%	47%
Asian Alone %	0%	0%	0%	0%	0%	0%
Persons 65 years and over	97%	77%	87%	86%	87%	95%
Persons 18 years	93%	59%	65%	78%	90%	71%
Property						
Vacancy Rate	11%	11%	14%	6%	19%	9%

Owner Occupancy Rate	42%	42%	14%	3%	17%	63%
Property Value	\$57,300	\$79,000	\$63,900	\$43,600	\$91,900	\$82,500
Income						
Low Income	70%	61%	64%	63%	60%	52%
Med Household Income	\$33,884	\$48,611	\$16,635	\$17,326	\$40,533	\$50,893
Employment and Education						
Unemployment	5%	0%	32%	10%	10%	10%
High School Graduation	45%	57%	94%	62%	72%	79%

District Alderman:

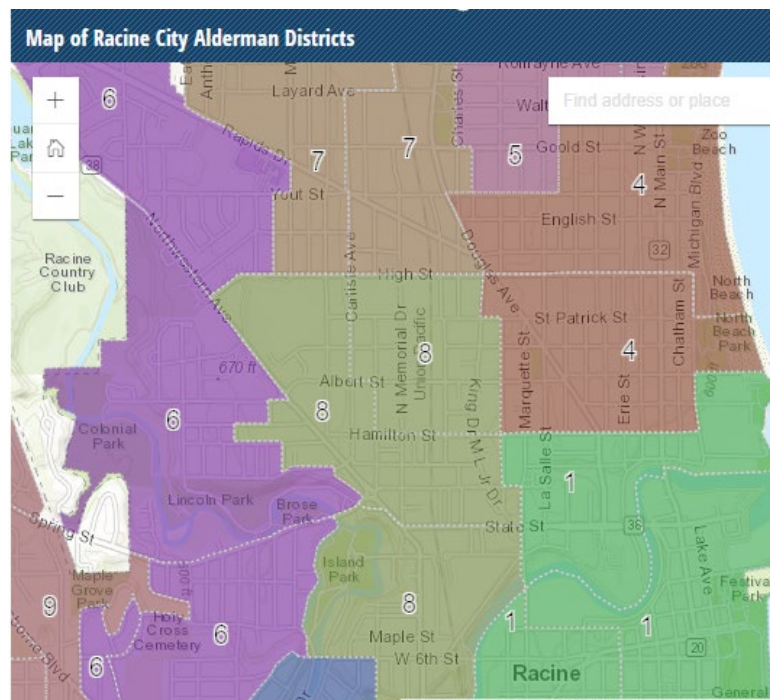
The Lincoln-King area falls under several City of Racine aldermanic districts. District boundaries and elected aldermen as of June 27, 2023:

District 1 – Alderman Jeff Coe

District 4 – Alderman Amanda Paffrath

District 7- Alderman Maurice Horton

District 8- Alderman Marcus T. West



PUBLIC PROCESS

Throughout June of 2022, over 2,000 individuals gave feedback for this report: 1,865 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.

City-Wide Survey

The city-wide survey collected responses from 1,456 Racine residents. Data was weighted and had 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

To solicit responses from historically underrepresented voices, a separate shorter survey was conducted to assess priority areas.

Community Conversations

Four community conversations were held 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. Identified priorities for the Consolidated Plan based on public input:

Housing: Home Improvement loans, Code Enforcement loans, and grants, Acquisition/Rehab/Sell Single Family Properties, Targeted Neighborhood improvements, and Homebuyer Education.

Economic Development: Nearly 74% of the respondents rated Job Training as an extremely high or very high priority. No activities received ‘no need or low need’ scores.

Public Services: Financial literacy was rated as the highest priority followed by youth mentoring programs and Neighborhood Watch.

Capital Improvements: Street resurfacing and pavement replacement were the highest priorities followed by parks and recreational facilities.

ASSESSMENT

Housing Assessment

The City of Racine has organized a City Integration Team managed by senior staff from the Police, Public Health, Fire, Building (RENTS), and Housing departments. These departments collectively identify problem properties and coordinate site visits. Property owners are notified of the planned visit and receive a detailed summary of necessary upgrades or repairs for code compliance. Using this model, these agencies share reports and address issues related to neighborhood safety, building code enforcement, and environmental hazards.

Housing Strengths & Weaknesses

Per the data collected by Payne Consulting during the first and second quarters of 2023, different aspects of housing throughout Racine are concerning. Below is a chart pulled from the ratings of Racine's housing and residential areas:

	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%

In May of 2023, the Community Development Authority of the City of Racine approved the Redevelopment Plan for the Lincoln King Neighborhood to revitalize a historically underdeveloped and underinvested area of the city. About 30 percent of all households in the City of Racine, were identified as having a housing problem in 2000. For 80 percent of these households, the classification stems from a high-cost burden, rather than overcrowding or deficiencies in kitchen or plumbing facilities. More specifically, about 40 percent of the households with housing problems were identified as extremely low income (less than 30 percent of the median family income); 27 percent were identified as very low income (30 to 50 percent of the median family income); and 20 percent were identified as low income (50 to 80 percent of the median family income). [SEWRPC 2009]

The range of condition ratings are:

UN SOUND [Grades E+/-] – indicates that the dwelling is definitely structurally unsound and practically unfit for use.

VERY POOR – also indicates that the dwelling is structurally unsound and practically unfit for use. Repair and overhaul are needed on painted surfaces, roofing, plumbing, and heating. There is excessive deferred maintenance and abuse. The property is approaching abandonment or major reconstruction.

POOR – indicates that definite deterioration is obvious. The property is undesirable and barely usable.

FAIR [Grades D+/-] – indicates marked deterioration but is still quite usable. Property is rather unattractive and undesirable. Repairs are needed and many items need refinishing or overhauling. Deferred maintenance is obvious.

AVERAGE [Grades C+/-] – indicates normal wear and tear relative to its age. The property has average attractiveness and is desirable. There is some evidence of deferred maintenance needed such as minor repairs and refinishing. All major components are still functional.

GOOD [Grades B+/-]– indicates that minor wear and tear is visible. The property is slightly more attractive and desirable. No obvious maintenance is required, but neither is everything new. Appearance is above the standard relative to the property's age.

VERY GOOD [Grade A]– indicates slight evidence of wear and tear. All items are well maintained and have been overhauled and repaired as they showed signs of wear. There is little deterioration or obsolescence and a high standard of upkeep relative to its age.



EXCELLENT [Grade A+] – indicates near-perfect condition. The property is very attractive and highly desirable. All items that can be normally repaired or refinished have been recently corrected, such as new roofing, paint, furnace overhaul, and state-of-the-art components. There are no functional inadequacies, and all components are new or in like-new condition. Most new homes would receive a condition rating of excellent (unless constructed with substandard materials and workmanship).

In 2006, about 6 percent of the total housing units in the City of Racine were assessed as unsound/very poor/poor, 60 percent rated fair/average, while housing structures with a good/perfect/excellent score comprised about 34 percent of the total. Of the total housing units in the City of Racine in 2000, 69 percent were built before 1960. The median year built for all housing in the City of Racine was 1951, versus 1961 for Racine County, and 1965 for the State. Though the majority of housing within the Uptown area has been rated fair/average, this grading is based on the comparative condition of housing within the immediate area. Of these properties, most show signs of substantial deferred repairs. Local assessors maintain information about the physical condition and construction of residential units. This data includes building style, foundation type, and construction materials. Additionally, assessors rate the overall physical condition or state of repair of the interior and exterior features of the dwelling relative to its age as well as the quality and workmanship of the dwelling. Condition ratings are partially based on the comparative condition of housing within the immediate area. Several multi-family units are within, or border, the Lincoln King Area NRSA including:

- 2400 Northwestern Ave 23 Units
- 2222 Northwestern Ave 23 Units
- 2220 Northwestern Ave 23 Units
- 2200 Northwestern Ave 23 Units
- 2100 Northwestern Ave 23 Units
- 1130 Carlisle Ave 23 Units

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Socio-Economic Assessment

Racine is a city located in Racine County Wisconsin. According to World Population Review, the City of Racine has a 2024 population of 75,228. It is also the county seat of Racine County. Racine is currently declining at a rate of -0.81% annually and its population has decreased by -3.16% since the most recent census, which recorded a population of 77,685 in 2020. The average household income in Racine is \$66,724 with a poverty rate of 19.16%. The median rental costs in recent years come to \$610 - \$1,200 per month, and the median house value is \$86,800 (Build Up Racine, <https://www.buildupracine.org/why-racine-business/housing-cost-of-living/>).

The median age in Racine is 35 years, 33.8 years for males, and 36.1 years for females. In Racine, Wisconsin, an estimated 19.8% of 75,920 people live in poverty. In Wisconsin, 10.8% of 5,754,788 people live in poverty. Therefore, the poverty rate in Racine, Wisconsin is 83.33% higher than the Wisconsin average. The current population in the Lincoln King Area is 5,494.

Retail/Commercial Assessment

The Lincoln King Area boasts Douglas Avenue as its primary retail corridor, a vital artery guided by the Douglas Avenue Revitalization Plan. This comprehensive strategy, born out of extensive collaboration among the Northside Business and Professional Association, the City of Racine, and local residents and business owners, aims to uplift one of Racine's pivotal streets.

In tandem with this plan, in 2008, the City of Racine responded to a petition from Douglas Avenue property owners by establishing a Business Improvement District (BID). The core objective of the BID is to fortify and enhance the economic landscape along Douglas Avenue through the mobilization of resources and stakeholders.

At the helm of these efforts is the BID Advisory Board, convening regularly to assess past endeavors, chart new objectives, foster fresh initiatives, and devise strategies to entice new developments to the corridor. However, the evolving dynamics of business districts in a competitive market present formidable challenge. Unlike purpose-built commercial centers, aging neighborhood districts like Douglas Avenue must adapt to maintain relevance, stability, or even reinvention.

Competing in today's market necessitates a keen understanding of each district's market potential and available opportunities for revitalization. Moreover, it underscores the importance of sustained citizen engagement, judicious planning, and proactive implementation of well-conceived strategies.

Reinvigorating business districts such as Douglas Avenue demands a holistic approach that not only recognizes market dynamics but also harnesses community involvement and leverages thoughtful planning to safeguard, preserve, and amplify the unique characteristics of the area.

Douglas Avenue stretches across 2.5 miles, tracing an evolving tapestry of commercial and residential properties. Over time, this thoroughfare has witnessed the ebb and flow of development, leaving behind a tangible reflection of bygone eras—a narrative that carries both promise and challenge for revitalization efforts.

Once a bustling business hub flourishing through the 1970s, Douglas Avenue faced formidable competition from modern retail strip centers tailored to contemporary consumer demands. The

resultant transformation has shaped the corridor's character, presenting a mixed bag of opportunities and obstacles for its rejuvenation.

Distinctive characteristics define different segments of Douglas Avenue. Towards the south, where its journey began, the streetscape exudes a sense of intimacy, with smaller block faces fostering close-knit connections to surrounding neighborhoods. Residential enclaves flank the corridor to the east and west, intertwining with its commercial fabric.

The architectural landscape mirrors the area's historical roots, with buildings predominantly dating back to the 18th and 19th centuries, reflecting the proximity to Downtown Racine. This heritage lends a unique charm to the streetscape, further enriched by the presence of recreational amenities such as Marquette Park, North Beach Park, the Root River Trail, and nearby educational institutions like St. Patrick's School and San Juan Diego Middle School.

Moreover, the area offers captivating vistas of the lake, river, and downtown skyline, adding to its allure. These natural and architectural features contribute to the area's distinctive character and potential for revitalization, inviting thoughtful interventions that honor its past while embracing its future.

Public Services and Education Assessment

In the Lincoln-King area, the city has embarked on a comprehensive redevelopment plan aimed at enhancing housing quality, promoting community health, and bolstering safety measures. This initiative stems from an in-depth analysis identifying the neighborhood as one of the most economically challenged areas within the City of Racine, prompting both the NRSA application and the formulation of the Lincoln-King Redevelopment Plan. Amidst limited resources, including access to educational institutions and public services, the area faces significant socio-economic disparities.

Racine Community Health Center: The Racine Community Health Center (RCHC) is currently located in the basement of Julian Thomas Elementary School. Operating as a 501(c)(3) organization, the RCHC is deeply committed to rectifying disparities in healthcare access, particularly for uninsured, underinsured, and low-income residents in both the city and county of Racine. Established in 2018 through a grassroots initiative, the RCHC enjoys collaborative partnerships with key stakeholders, including Mayor Cory Mason, County Executive Johnathan Delagrave, and Racine Unified School District Superintendent Eric Gallien. With its strong foundation in public health principles, local healthcare networks, and community engagement, the RCHC serves as a vital resource in advancing the health and well-being of Lincoln-King residents.

King Center: The centerpiece of the revitalization efforts in the Lincoln-King area is the new King Center and Clinic building, a groundbreaking initiative that consolidates three distinct City of Racine public service entities under one roof. This innovative facility serves as a beacon of holistic well-being, offering specialized services and programming tailored to the diverse needs of the community.

At the heart of the King Center and Clinic are the Racine Community Health Center (RCHC) and the Public Health Department, which prioritize the physical and mental well-being of residents through comprehensive healthcare services and wellness initiatives. Complementing these healthcare offerings, the King Center features dedicated spaces such as classrooms, multipurpose rooms, and specialized lounges designed to empower, educate, and inspire the community, with a particular emphasis on fostering mental and social well-being.

An integral component of the King Center is its state-of-the-art gymnasium, serving as a vibrant hub for recreational activities and competitive events. Beyond promoting physical fitness, the gymnasium

serves as a catalyst for social cohesion, bringing together residents of all ages and backgrounds to engage in shared experiences that enhance both social and physical well-being.

By consolidating essential services and resources within a single facility, the King Center and Clinic not only addresses immediate healthcare needs but also cultivates a sense of community, resilience, and collective empowerment among Lincoln-King residents. Through its multifaceted approach to well-being, this transformative initiative lays the foundation for a brighter, healthier future for the entire neighborhood.



SOUTH ENTRY • KING CENTER

Gilmore Fine Arts School: Gilmore Fine Arts School is a public, magnet school located in RACINE, WI. It has 714 students in grades K-8 with a student-teacher ratio of 13 to 1. Fine Arts does a very good job of creating an in-school creative culture with a positive vibe. When you walk in the doors, you know this is a creative place. The school's minority student enrollment is 58%. The student-teacher ratio is 12, which is the same as that of the district. Gilmore Fine Arts School is a renowned public magnet school nestled in Racine, WI, serving a diverse student body spanning kindergarten through eighth grade. With a student-teacher ratio of 13 to 1, this institution fosters a vibrant educational environment where creativity flourishes. Renowned for its commitment to the arts, Gilmore Fine Arts School cultivates an in-school culture that exudes positivity and creativity from the moment you step through its doors. Approximately 58% of the student body represents minority groups, reflecting the school's dedication to inclusivity and diversity. Notably, the student-teacher ratio mirrors that of the district, standing at 12, ensuring personalized attention and support for each student's academic journey.

21st Century Preparatory School: 21st Century Preparatory School stands as a beacon of educational innovation in Racine. Established in 2002 as an independent public charter school, it caters to students from 4K through 8th grade. Endowed with authorization from the University of Wisconsin-Parkside and the University of Wisconsin System Board of Regents, the school operates under the auspices of Racine Charter One, Inc., a nonprofit corporation dedicated to educational excellence. Oversight of school operations falls under the purview of a nine-member board of directors, including a representative from the UW-Parkside Chancellor's office. Guided by a three-member leadership

team, led by the school's Executive Director, 21st Century Preparatory School is committed to providing a rigorous and nurturing academic environment that prepares students for success in the 21st century and beyond.

Health and Nutrition: Infant mortality stands as a poignant barometer of a community's overall health and well-being on the global stage. Within the context of low-income families, the impact of infant mortality rates is disproportionately profound, rendering the outreach efforts and services rendered within the NRSA area all the more pivotal.

The inception of Racine Healthy Babies funding, mandated by Wisconsin State Statute 253.16, represents a concerted effort to confront the stark reality that families in the City of Racine grapple with disproportionately poor health outcomes and alarmingly high infant mortality and morbidity rates. Shockingly, Racine's infant mortality rates soar nearly double the national average, logging 10.1 deaths per thousand births, in stark contrast to the national average of 5.6 deaths per thousand births.

The Racine Healthy Babies program epitomizes a collaborative endeavor between Racine County Human Services and the Central Racine County Health Department. This initiative is anchored in the provision of home visits tailored to pregnant or parenting women who have experienced prior preterm births, low birth weight births, fetal loss, or infant death, as well as to pregnant or parenting African American women who have not encountered previous losses. Employing innovative methodologies, these programs strive to curtail adverse outcomes, enhance maternal well-being, bolster family dynamics, and foster the optimal health, safety, and development of children.

Furthermore, the Racine Public Health Department has forged a strategic partnership with the Kenosha Community Health Center to launch the Mobile Medical Unit (MMU). Commencing operations in early 2017, the MMU is slated to deliver crucial albeit limited services across three Racine locations, including the Knapp School district. This interim solution arose following the closure of the former Community Health Center, serving as a stop-gap measure until the establishment of a Federally Qualified Community Health Center can be realized.

Culture and Safety: The City of Racine Department of Parks, Recreation, and Cultural Services (PRCS) oversees four parks—Marquette, Belle City, Marion, and Builders—that are strategically located adjacent to or within the NRSA area. Additionally, PRCS manages Horlick Field, a vital community space. In response to rising concerns about violence, the mayor introduced a violence prevention initiative in 2022, forging partnerships with the Racine Police Department and local non-profit organizations. As part of this initiative, the Racine Police Department established a Community Oriented Policing (COP) House within the NRSA boundaries. These facilities not only address basic neighborhood safety but also serve as central meeting spaces for business and civic organizations, fostering community cohesion and collaboration.

Neighborhood Assets and Challenges

Since 2005, the City of Racine has fostered collaboration among neighborhood organizations, business groups, educational institutions, law enforcement agencies, and local non-profits to engage in a robust community engagement process. Through numerous community meetings, group charrettes, online surveys, and stakeholder interviews, valuable input has been gathered from residents and stakeholders. The proposed NRSA designation will serve as a catalyst for leveraging these tools effectively.

At each stage of the planning process, stakeholders have actively participated, identifying both concerns and assets for the Greater Uptown Area. Drawing from the insights gleaned from the 2015-Uptown Plan, priorities have been established as follows:

Challenges	Assets
Resident income	Community Health Center
Absentee landlords	New King Community Center
Lack of quality housing	City Funded homeownership program
Depreciating home values	Active Douglas Ave BID
Lack of quality/healthy food options	CDBG-funded street lighting

LINCOLN-KING REDEVELOPMENT PLAN

The NRSA designation holds the promise of significantly enhancing the implementation of the Lincoln King Development Plan. By harnessing the resources and support provided by the NRSA framework, we can execute the plan more effectively and with greater impact. This designation will streamline the alignment of community priorities, resources, and initiatives, fostering collaboration among stakeholders and maximizing the plan's potential to rejuvenate and uplift the Lincoln King area. Additionally, NRSA designation will unlock access to additional funding opportunities and technical assistance, providing crucial support for the plan's implementation and ensuring its long-term sustainability.

As the City of Racine continues to evolve into a thriving center for development and commerce, it is imperative that we seize the opportunity to enhance our community for the benefit of all residents. Recognizing this imperative, both the City of Racine and the Community Development Authority (CDA) are committed to ensuring equitable access to safe and vibrant neighborhoods. With a significant \$15 million investment from the State allocated to the Lincoln King Neighborhood, we are poised to make substantial improvements to housing conditions. This transformative project will unfold in phased implementations, resulting in the creation of new residences and the revitalization of existing homes within the neighborhood. Moreover, current residents will have access to resources aimed at enhancing the quality and sustainability of their homes. Central to this initiative is the comprehensive redevelopment plan, which focuses on bolstering housing infrastructure along key corridors within the neighborhood. This plan encompasses enhancements to the public realm, including the replacement of street and alley pavements, sidewalk installations, street lighting improvements, and the introduction of greenery through street tree plantings. Financing for the City's involvement in this endeavor will primarily derive from the Neighborhood Investment Grant Program, supplemented by additional funding sources as needed to ensure the plan's success and maximize its positive impact on the community.

Community Involvement Input

Here is a summary of the feedback received through the community engagement process:

Youth programming: The community expressed a need for spaces dedicated to children's activities, including areas for play, homework, and engagement in music, art, and theater.

Comprehensive health services: There is a strong desire for accessible medical, dental, and mental health care services, along with support for social-emotional learning and conflict resolution.

Inclusivity: Participants emphasized the importance of services and facilities tailored to Spanish-speaking individuals and people with disabilities.

Desired amenities: Community members also expressed interest in amenities such as arts education, flexible operating hours, incorporation of smart technology, access to fresh food options, outdoor green spaces, and opportunities for athletics.

Student input: Students from Julian Thomas Elementary School suggested various activities for the new King Center, including basketball, volleyball, cheerleading, gymnastics, ballet, soccer, and areas for playing with pets and siblings. They also requested healthy snacks, expanded food options, and space for hosting parties.

Additionally, the Lincoln-King Area boasts a balanced mix of residential, retail, and commercial properties. Notably, Uptown is home to the last standing Gothic theater in North America. While property values in the area are among the lowest in the County, this presents challenges for property owners seeking financing for home improvement or mortgages. However, the area does offer lower rental rates for both residents and businesses.

Economic Empowerment and Area Improvements

The key constructs of economic empowerment that have been commonly measured include financial decision-making power, access to money, financial independence (or dependence on others financially), financial literacy and inclusion, as well as other indicators of economic positioning (e.g., employment).

Per Payne Consulting's' White paper report generated in 2023, the table below reflects the areas that need the most improvement:

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

OUTCOME: IMPROVE HOUSING STOCK

Activity: Incorporate workforce training programs into residential redevelopment efforts

The Great Lakes Community Conservation Corps, the Wisconsin Regional Training Partnership/BIGSTEP, and the Young Men's Christian Association (YMCA) are three workforce training programs in the area whose program models are exceptionally well-aligned with the revitalization efforts in the proposed Lincoln-King Area NRSA.

The Great Lakes Community Conservation Corps (Great Lakes CCC) was established by a group of 25 CCC alumni during the 75th-anniversary celebration of the Civilian Conservation Corps in 2008. Its primary objective is to tackle social and physical challenges in southeastern Wisconsin by training and educating disadvantaged populations. Their mission encompasses closing the skills gap, enhancing water quality, developing habitat, honoring the legacy of the original Civilian Conservation Corps, and boosting the region's competitiveness in the global economy. In Racine, Great Lakes CCC operates as a CDBG grantee, focusing on Youth Services and Job Training activities.

WPRT/Big Step is a non-profit organization based in Milwaukee, Wisconsin, that takes an industry-led, worker-centered, and community-focused approach to empower under-employed, under-served, and under-represented individuals to succeed in lucrative careers. Their mission revolves around strengthening the ability of public and private sector organizations to recruit, develop, and retain a diverse, skilled workforce, particularly in construction, manufacturing, and emerging sectors of the regional economy.

The Young Men's Christian Association (YMCA) facilitates connections to the construction industry through its program, First Choice, operated by the Racine Family YMCA. First Choice is a collaborative effort between participants, the YMCA, and local employers, aiming to prepare individuals from diverse backgrounds for sustainable careers in construction. Recognizing the various challenges faced by participants, First Choice offers comprehensive support through individual mentoring, group training, and hands-on work experiences. Technical instruction in blueprint reading, safety protocols, and soft skills development, including literacy and project management, equips participants with the necessary tools to excel in the construction industry. Partnering with Habitat for Humanity Racine, the City of Racine, and construction firms across southeastern Wisconsin, First Choice ensures that graduates are well-prepared to meet industry demands and achieve personal and professional success.

Activity: Expand Neighborhood Housing Repair Programs

The City of Racine Building Department has forged partnerships with the Public Health and Housing departments to address distressed properties citywide, with a focused effort on activities within the NRSA area. Remediation strategies vary based on the condition of the buildings. The Building Department proactively conducts surveys in neighborhoods to identify properties with code violations. Upon identification, offending properties receive a list of necessary repairs, a timeline for compliance, and potential citations for non-compliance.

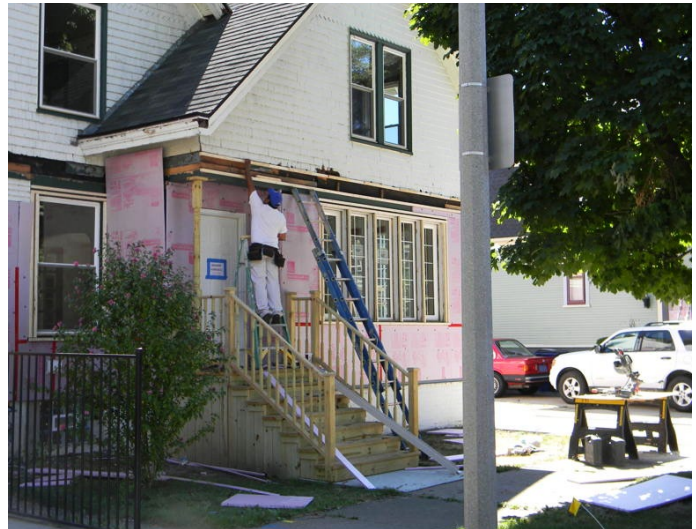
In cases of severe distress, a collaborative assessment involving the Public Health, Building, and Housing departments is conducted to determine the best course of action. Structures deemed beyond repair are condemned and subsequently demolished by the Building Department. Meanwhile, the Housing Department takes proactive steps by acquiring available lots and houses for either new

construction or rehabilitation, with some homes earmarked for sale to income-qualifying buyers through traditional lending institutions.

These remediation efforts are being streamlined to expedite the redevelopment of vacant lots into high-quality housing units, thereby revitalizing the community and promoting sustainable urban development.

Activity: Owner-Occupied Housing Improvement Programs

For properties deemed redeemable but non-compliant, the City of Racine offers a low-interest revolving loan fund to address a range of issues including code violations, energy efficiency improvements, HVAC, electrical and plumbing upgrades, emergency repairs, roof and porch renovations, and other structural deficiencies. Expanding these vital programs necessitates showcase new programs and available properties, ensuring residents are well-informed and empowered to participate in these initiatives.



In the NRSA, rental units comprise over 65% of housing structures. While the ultimate objective is to elevate homeownership rates, enhancing rental housing in the NRSA promises immediate benefits. To stimulate reinvestment in rental properties, the City of Racine offers a low-interest loan program that matches landlord investments. These programs are accessible to property owners with tenants who qualify under Low-to-Moderate Income (LMI) criteria, fostering both property improvement and affordability for residents.

OUTCOME: INCREASE OWNER-OCCUPIED HOUSING

Activity: Increase capacity of new home buyer programs

The City of Racine Housing Department facilitates opportunities for income-qualifying community members to purchase newly constructed or rehabilitated homes at market rates. To cultivate a pool of eligible applicants, the City of Racine is actively backing non-profit organizations that administer first-time homeownership programs. Partner initiatives like Housing Resources Inc., Neighborhood Watch, the Wisconsin Women's Business Initiative Corporation, and the newly established CHDO (Community Housing Development Organization) offer comprehensive home-ownership counseling, individual development accounts, down-payment assistance, and financial literacy resources. Through collaborative efforts, these programs aim to empower individuals with the knowledge and support necessary to achieve their dreams of homeownership.

Activity: Develop a lending consortium

The City of Racine Housing Department is spearheading the establishment of a lending consortium. Collaborating with local banks and lending institutions, the city aims to maximize the impact of

Community Reinvestment Act (CRA) programs. These initiatives encompass a range of offerings, including savings programs, financial literacy courses, down-payment assistance, low barrier/low-interest loan programs, and technical assistance tailored to both the city and its non-profit partners. By harnessing the resources and expertise of multiple stakeholders, the lending consortium seeks to empower residents and foster sustainable community development.

Activity: Develop ongoing supportive programs

The City of Racine is committed to collaborating with partner agencies to establish continuous supportive services for new homeowners in the NRSA. Recognizing that beyond financial planning and management, first-time homeowners also require basic home repair skills, the city will facilitate partnerships between selected Community Housing Development Organizations (CHDOs), workforce training programs, the business community, and Racine's Habitat ReStore. Together, these entities will develop hands-on home maintenance classes tailored specifically for homeowners in the NRSA area. Through these collaborative efforts, residents will gain essential skills and knowledge to effectively maintain their homes, fostering a thriving and sustainable community.

OUTCOME: IMPROVE RETAIL CORRIDORS

Activity: Increase accessibility of retail corridor

J. Jeffers & Co. has unveiled its ambitious \$210 million redevelopment vision for the former Horlick Malted Milk Factory, situated within the proposed Lincoln-King Neighborhood Revitalization Strategy Area (NRSA). The ambitious project, dubbed



Belle City Square, is set to transform the historic site with a comprehensive master plan encompassing 14 buildings spread across 16 acres. Central to the vision is the inclusion of amenities that will enhance community life, including the potential addition of a grocery store, restaurants, and event space. This revitalization initiative holds the promise of not only revitalizing a historic landmark but also catalyzing economic growth and revitalization within the Lincoln-King NRSA, fostering a vibrant and thriving community for residents and visitors alike.

Activity: Expand micro-enterprise loans and resources

In 2015, the City of Racine, WI, earmarked \$371,454 from its Community Development Block Grant (CDBG) Funds to establish the Small Business Development Revolving Loan Fund (SBD-RLF) program. Administered by the City's Redevelopment Authority and subject to HUD regulations [24 CFR Part 570], this program is designed to grow annually through repayments and interest accrued on current loans. Since its inception, the City has disbursed thirteen small business loans between 2015 and 2023, resulting in a current balance of \$455,260.33 as of July 2023, aligning with the original mission of the program.

The primary objective of the SBD-RLF program is to foster job creation and retention, particularly focusing on opportunities for individuals from low-to-moderate-income households, while acknowledging the pivotal role of small businesses in job generation. To support businesses in the City of Racine, the SBD-RLF offers financial assistance to small enterprises that face challenges securing adequate funds through conventional or private channels, serving as a form of "gap financing." The program disburses loans ranging from \$25,000 to a maximum of \$250,000, contingent upon available funds. Eligible businesses must collaborate with Small Business Development Organizations (SBDO) to sponsor their loan applications, with the SBDO acting as an intermediary between the Redevelopment Authority and the business, ensuring a streamlined process and effective utilization of resources.

OUTCOME: SUPPORT SOCIAL SERVICE AND ENVIRONMENTAL HEALTH INITIATIVES

Activity: Support and expand existing social service programs.

The Racine Unified School District, Racine Parks Department, and Racine Police Department collectively offer a variety of youth-oriented after-school activities, contributing to the well-being and development of local children. However, studies reveal that students and families residing in low-income areas are less inclined to seek preventative healthcare. In light of this, while the health center is under construction, the Racine Health Department remains committed to providing essential



medical services to low- to moderate-income residents through a temporary clinic located in the basement of Julian Thomas School.

Additionally, the Racine Public Library operates a mobile library that traverses different neighborhoods each week, ensuring equitable access to educational resources and literary materials for residents across the city. These concerted efforts by various community organizations underscore a commitment to promoting holistic development and improving the quality of life for all residents, particularly those in underserved communities.

(Racine Public Library Bookmobile Stops)

Activity: Expand and improve public transit and associated facilities

The City of Racine Transit Department oversees the Belle Urban System (BUS), which provides essential transportation services to residents. Within the Lincoln-King NRSA, 4 out of the city's 10 bus lines serve the area, ensuring connectivity and accessibility for residents. Operating hours for the buses span from 5:30 am to 6:30 pm, with 30-minute service intervals during peak times and hourly service during mid-day hours. Additionally, some buses offer limited service on weekends to accommodate varying travel needs.

To enhance the overall rider experience and promote accessibility, BUS facilities will undergo improvements. These enhancements include the installation of trash receptacles, bicycle stands, landscaping, seating areas, and the display of route maps and schedules where feasible. By upgrading BUS facilities, the City aims to create a more welcoming and efficient public transportation system that meets the needs of residents within the Lincoln-King NRSA.

Activity: Support Urban Gardening and Forestry programs

The City of Racine Parks Department encompasses the City Forestry Department, which plays a crucial role in maintaining the health and vitality of trees within public rights-of-way, including boulevards and parks. Through active management practices such as pruning and removal as needed, the Forestry Department ensures the safety and aesthetics of these green spaces.

As part of its commitment to environmental stewardship and community beautification, the Forestry Department pledges to replant boulevard trees within the proposed NRSA, contributing to the overall greening efforts and enhancing the urban landscape.

In alignment with this ethos, the City of Racine also stands ready to support existing community garden initiatives within the NRSA. Furthermore, the city is open to exploring opportunities for expanding garden sites in the area, fostering community engagement, promoting healthy lifestyles, and fostering a sense of pride and ownership among residents. Through these collaborative efforts, the City of Racine aims to create vibrant, sustainable, and inclusive neighborhoods within the NRSA.

Activity: Develop a sense of place in commercial and residential areas

The City of Racine will engage in collaborative efforts with neighborhood organizations and business improvement districts (BIDs) to cultivate and enhance positive identities in the various districts that make up the NRSA. Recognizing the importance of fostering a strong sense of community and belonging, the city will prioritize initiatives that celebrate and promote the unique characteristics and cultural heritage of established neighborhood identities.

Through strategic planning, community engagement, and targeted investments, the City of Racine aims to create vibrant and welcoming environments that reflect the diversity and richness of the local community. This may involve initiatives such as public art installations, streetscape enhancements, cultural events, and marketing campaigns that highlight the distinctive features and assets of each neighborhood within the NRSA. By nurturing a sense of pride and ownership among residents and businesses, these efforts will contribute to the overall economic vitality, social cohesion, and quality of life in the area.

Revitalization Strategy

	Year 1 (2024)	Year 2 (2025)	Year 3 (2026)
Public Services	<ul style="list-style-type: none"> - Community Garden (100 plots) - Racine RENTS program 	<ul style="list-style-type: none"> - King Community Center construction begins - Community Health Center - Racine RENTS program 	<ul style="list-style-type: none"> - King Community Center - Community Health Center - Racine RENTS program
Housing	<ul style="list-style-type: none"> - 6 homes built - 2 homes renovated - 24 townhomes built - Home Renovation Loan (2) 	<ul style="list-style-type: none"> - 10 homes built - 2 homes renovated - 12 townhomes built - Home Renovation Loan (4) 	<ul style="list-style-type: none"> - 4 homes built - 21 condos starting construction - Home Renovation Loans (4)
Commercial	<ul style="list-style-type: none"> - Business engagement - Douglas Avenue Business Improvement District Engagement - RCEDC Marketing Grant publicizing 	<ul style="list-style-type: none"> - Explore the white box grant program - Douglas Avenue Business Improvement District Engagement - RCEDC Marketing Grant publicizing 	<ul style="list-style-type: none"> - Explore needs analysis - BID-led marketing and engagement - RCEDC Marketing Grant publicizing - Transportation Orientated Development District creation
Infrastructure / Facilities	<ul style="list-style-type: none"> - Clearance/Demo of 10 residential blighted properties. - Smart Street Lighting 	<ul style="list-style-type: none"> - Transit Center rehab – Stage Two - Smart Street Lighting - Rehab Marquette Park 	<ul style="list-style-type: none"> - Refinished roads and sidewalks - Smart Street Lighting - Lincoln-King Park (play area, soccer field) - Reconstruction of Garfield Street and Peck Avenue

Identified Partners

Racine County Economic Development Corporation (RCEDC): RCEDC provides Racine County Wisconsin businesses with services needed to complete expansion, relocation, financing, or workforce development projects. RCEDC is committed to meeting the needs of Racine County businesses and companies interested in expanding or locating in the Chicago-Milwaukee Corridor.

Community Oriented Policing (COP) House, Racine Police Department: COP Houses in Racine provide long-term stabilization to the neighborhood by building relationships with members of the community, improving the quality of life in the neighborhood, reducing crime, and empowering citizens to take back their neighborhoods. COP Houses, including the Sixteenth Street COP House, Villa Street COP House, and Mead St COP House serve as neighborhood centers with a classroom and a computer lab and serve as a host for a variety of neighborhood programs.

Great Lakes Community Conservation Corps (Great Lakes CCC): Great Lakes CCC was conceived by an assembly of 25 CCC alumni at the 75th-anniversary event of the Civilian Conservation Corps in 2008 to address regional social and physical challenges in southeastern Wisconsin. Its mission is to leverage resources among Great Lakes communities to train and educate disadvantaged populations for credentials that close the skills gap, improve water quality, build habitat, grow the legacy of the original Civilian Conservation Corps of the 1930s, and make the region more competitive in the global economy. Great Lakes CCC within Racine is a CDBG grantee for Youth Services and Job Training activities.

Wisconsin Regional Training Partnership (WPRT)/Big Step: WPRT/Big Step is an industry-led, worker-centered, and community-focused nonprofit that helps under-employed, under-served, and under-represented individuals succeed in well-paying careers while exceeding the industry's workforce needs. Based in Milwaukee, Wisconsin, the group's mission is to enhance the ability of public and private sector organizations to recruit, develop, and retain a more diverse, qualified workforce in construction, manufacturing, and emerging sectors of the regional economy.

Housing Resources, Inc.: A nonprofit organization based in Milwaukee, Wisconsin that provides homebuyer counseling services within Racine. Housing pre-purchase and post-purchase classes help prepare people for successful homeownership and stabilize neighborhoods.

City of Racine: The City of Racine manages or supports public service and infrastructure programs in the NRSA area. Programs are managed through the Dept. of Parks, Recreation and Cultural Services (PRCS), Police Department, Public Works (DPW), Public Health Dept., and through City Development-administered HUD programs (Housing and Public Services). The City of Racine is committed to responding to the needs of its citizens by enhancing the quality of life and promoting economic growth.

LRC, Strategic Urban Lending: LRC provides strategic lending solutions for Milwaukee's underserved markets. Since originating our first loan in 2003, we are the only U.S. Treasury-certified Community Development Financial Institution (CDFI) focusing on housing and commercial real estate.

Racine Habitat for Humanity: Founded in 1987 as an independent affiliate of Habitat for Humanity International, the largest nonprofit homebuilder worldwide, Racine Habitat for Humanity has served more than 100 families in Racine.

Racine Revitalization Partnership: The Racine Revitalization Partnership is a nonprofit organization dedicated to improving neighborhoods that have suffered from many years of disinvestment and neglect. Once thriving cities during our industrial past have become vast areas of vacant and underutilized real estate that are frequently exploited and lacking robust investment. It is the mission of RRP to build on the neighborhood's foundation of diversity and create economic opportunities by uniting the community through work, housing, and commerce.

Wisconsin Women's Business Initiative Corporation (WWBIC): They focus on individuals who face barriers in accessing traditional financing or resources to pursue their dreams and economic well-being ... women, people of color, veterans, rural and lower-wealth individuals.

Payne Consulting: Partnered with the City of Racine to organize several round table events in 2023 and 2024 to: raise awareness and knowledge of the Lincoln-King Housing Improvement Project, learn the aspirations, ideas, concerns, and vision of Lincoln-King Neighborhood stakeholders, amplify the voices and experiences of community members/stakeholders and gather data that will be used to inform the advancement of the Lincoln-King housing plan.