



DEPARTMENT OF  
CITY DEVELOPMENT



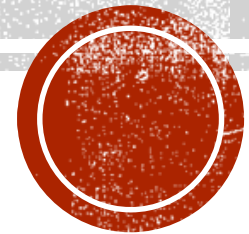
# **LANDMARKS PRESERVATION COMMISSION MEETING, FEBRUARY 11, 2019.**





# **RACINE HERITAGE PRESERVATION PLAN**

**GOALS PRIORITIZATION AND IMPLEMENTATION**



# **PLAN IMPELEMENTATION**

**□ 4 GOALS**

**□ 14 POLICIES**

**□ 56 RECOMMENDATIONS**



# PLAN IMPELEMENTATION

## □ 4 GOALS

### □ 14 POLICIES

11 Policies to implement in 1- 5 Years

### □ 56 RECOMMENDATIONS

18 recommendations to achieve in 1- 5 Years



# GOALS:

- 1) Identify, document, and preserve heritage resources significant to Racine's heritage.**
- 2) Promote the protection and preservation of Racine's historic resources through updated ordinances and adoption of new preservation tools.**
- 3) Facilitate building rehabilitation and adaptive use projects that spur revitalization of Racine's traditional downtown , industrial areas and neighborhood commercial districts.**
- 4) Increase public understanding of historic preservation benefits through ongoing education and advocacy efforts.**



# GOALS:

## PLAN'S PRIORITY RANKS :

**LOW**

**MEDIUM**

**HIGH**



# **GOAL 1 : IDENTIFY, DOCUMENT, AND PRESERVE HERITAGE RESOURCES SIGNIFICANT TO RACINE'S HERITAGE.**

**POLICY 1.1:** Support and implement initiatives that document Racine's heritage resources, including buildings, sites, structures and objects throughout the community.

**POLICY 1.2:** Promote the designation on significant architectural and historical resources as landmarks and historic districts through survey and documentation activities.

**POLICY 1.3:** Survey and document information should be readily available and accessible to the Racine Community.





# **GOAL 1 : IDENTIFY, DOCUMENT, AND PRESERVE HERITAGE RESOURCES SIGNIFICANT TO RACINE'S HERITAGE. 1 – 5 YEARS**

**POLICY 1.1:** Support and implement initiatives that document Racine's heritage resources, including buildings, sites, structures and objects throughout the community.

- Re-survey Downtown, Historic Sixth Street, Old Main Street NR districts.
- New survey and documentation area: Towerview Neighborhoods.
- New survey and documentation area: Taylor Avenue Corridor.
- Survey historic industrial resources.
- Survey historic park system.

**POLICY 1.2:** Promote the designation on significant architectural and historical resources as landmarks and historic districts through survey and documentation activities.

- Seek National Register designations for Uptown district and State Street corridor.



## **GOAL 2 : PROMOTE THE PROTECTION AND PRESERVATION OF RACINE'S HISTORIC RESOURCES THROUGH UPDATED ORDINANCES AND ADOPTION OF NEW PRESERVATION TOOLS.**

**POLICY 2.1:** Maintain an updated Historic Preservation Ordinance that protects Racine's significant resources and ensures the integrity of local landmarks and historic districts.

**POLICY 2.2:** Vest the Landmarks Preservation Commission with jurisdiction over the stewardship of Racine's landmarks, historic districts and significant historic resources.

**POLICY 2.3:** Encourage the establishment of Local Historic Districts and adopt new preservation tools to protect historic resources and enhance historic neighborhoods and areas.



# **GOAL 2 : PROMOTE THE PROTECTION AND PRESERVATION OF RACINE'S HISTORIC RESOURCES THROUGH UPDATED ORDINANCES AND ADOPTION OF NEW PRESERVATION TOOLS. 1 – 5 YEARS**

**POLICY 2.1:** Maintain an updated Historic Preservation Ordinance that protects Racine's significant resources and ensures the integrity of local landmarks and historic districts.

- Update Racine's Historic Preservation Ordinance (Chapter 58)
- Prepare and adopt a comprehensive city-wide set of historic district design guidelines.

**POLICY 2.2:** Vest the Landmarks Preservation Commission with jurisdiction over the stewardship of Racine's landmarks, historic districts and significant historic resources.

- Reconstitute the Downtown Design Overlay District as a local Historic District.

**POLICY 2.3:** Encourage the establishment of Local Historic Districts and adopt new preservation tools to protect historic resources and enhance historic neighborhoods and areas.

- Establish a Neighborhood Conservation District program.



# **GOAL 3 : FACILITATE BUILDING REHABILITATION AND ADAPTIVE USE PROJECTS THAT SPUR REVITALIZATION OF RACINE'S TRADITIONAL DOWNTOWN , INDUSTRIAL AREAS AND NEIGHBORHOOD COMMERCIAL DISTRICTS.**

**POLICY 3.1:** Establish, maintain and leverage a range of incentive programs to address different preservation and community revitalization needs.

**POLICY 3.2:** Create and support planning programs and initiatives that advance preservation and community revitalization objectives.

**POLICY 3.3:** Support new organizational structures that advance preservation-based revitalization initiatives.

**POLICY 3.4:** Coordinate and expand Racine's Heritage Tourism activities.



# **GOAL 3 : FACILITATE BUILDING REHABILITATION AND ADAPTIVE USE PROJECTS THAT SPUR REVITALIZATION OF RACINE'S TRADITIONAL DOWNTOWN , INDUSTRIAL AREAS, AND NEIGHBORHOOD COMMERCIAL DISTRICTS. 1-5 YEARS**

**POLICY 3.1:** Establish, maintain and leverage a range of incentive programs to address different preservation and community revitalization needs.

- Consider building stabilization as an eligible expense under existing and future preservation incentive programs.
- Create an adaptive use ordinance or incentive program.
- Create a Downtown venture fund.

**POLICY 3.2:** Create and support planning programs and initiatives that advance preservation and community revitalization objectives.

- Study the potential for adaptive use projects to provide additional accommodations and event space.
- Work with Racine Heritage Museum to open a new museum space.

**POLICY 3.4:** Coordinate and expand Racine's Heritage Tourism activities.

- Prepare a heritage tourism plan.



# **GOAL 4: INCREASE PUBLIC UNDERSTANDING OF HISTORIC PRESERVATION BENEFITS THROUGH ONGOING EDUCATION AND ADVOCACY EFFORTS.**

**POLICY 4.1:** Create new educational tools and publications that inform investors, business owners and residents on the benefits of rehabilitation, preserving and adapting historic resources.

**POLICY 4.2:** Disseminate and publicize information and preservation education materials utilizing the internet and other digital technologies.

**POLICY 4.3** Conduct active educational and on-going training programs in historic preservation for local stakeholders and residents.



# **GOAL 4 : INCREASE PUBLIC UNDERSTANDING OF HISTORIC PRESERVATION BENEFITS THROUGH ONGOING EDUCATION AND ADVOCACY EFFORTS. 1 – 5 YEARS**

**POLICY 4.1:** Create new educational tools and publications that inform investors, business owners and residents on the benefits of rehabilitation, preserving and adapting historic resources.

- Create toolkits for researching historic properties and other preservation topics.

**POLICY 4.2:** Disseminate and publicize information and preservation education materials utilizing the internet and other digital technologies.

- Update heritage tourism marketing tools.

**POLICY 4.3** Conduct active educational and on-going training programs in historic preservation for local stakeholders and residents.

- Incorporate regular Historic District Tours.





# ONGOING ACTIVITIES **HIGH PRIORITY**

- Prepare annual study list of potential NR and Local landmarks and districts.
- Use GIS and other technologies to make information readily available.
- Expand Commission membership.
- Orientate & educate Staff and Commission Members (training and conferences).
- Promote and market existing programs and provide new (façade, building rehab, TIF, technical assistance) .
- Collaborate with DRC on preservation initiatives.
- Market available industrial buildings for adaptive reuse.
- Target CDBG funds in conservation areas.
- Plan and implement neighborhood improvements that enhance quality of life.
- Prepare annual endangered historic properties list for presentation to LPC.
- Create online version of brochures, materials and other historic preservation information.
- Provide training to local realtors and bankers.
- Create new fundraising and event mechanisms to promote historic tourism & preservation.





# ONGOING ACTIVITIES **MEDIUM PRIORITY**

- Update downtown and corridor plan preservation elements.
- Prepare neighborhood conservation plans.
- Conduct annual “State of Historic Preservation” address and report.
- Create crowdsourced Racine history website.
- Incorporate Racine’s heritage into public art and urban design.
- Benchmark Commission accomplishments & publish annual plan implementation report.
- When structures or lands qualify require easements or landmark status for local financial incentives.
- Document, preserve and interpret built resources, communities, ethnicities, racial groups.
- Conduct surveys as part of future planning efforts.



# **ONGOING ACTIVITIES** **LOW PRIORITY**

- Publish and distribute survey reports.
- Consider form-based zoning overlays for redevelopment areas adjacent to landmarks or districts.
- Prepare educational publications.

