



CITY OF RACINE DEPARTMENT OF CITY DEVELOPMENT STAFF REPORT

Meeting Date: 8/17/2026

To: Mayor and Planning, Heritage and Design Commission Members

From: City Development Department, Division of Planning and Redevelopment

Division Manager: Steven Madsen – (262) 636-9151 steven.madsen@cityofracine.org

Case Manager: Steven Madsen

Location: 234 Wisconsin Ave

Applicant: Mark P. and Christine M. Flynn represented by Matthew Sadowski

Property Owners: Mark P. Flynn and Christine M. Flynn

Request: Consideration of a request to designate the 234 Wisconsin Avenue a local landmark and add the H Historic overlay zone as allowed by Sec. 58-62 of the Municipal Code.

BACKGROUND AND SUMMARY: The applicant seeks designate the D.P. Wigley building as a historic landmark and add the H Historic Overlay to help preserve the building.



Birdseye view of the properties, outlined in blue (image from City Pictometry). North is up.

GENERAL INFORMATION

Parcel Number: 00098000

Property Size: 15,529 square feet

Comprehensive Plan Map Designation: Downtown

Corridor or Special Design District?: Downtown

Existing Land Use: Retail

Analysis:

Historic research was provided as a part of the application and is attached to the item for reference.

CRITERIA FOR DESIGNATION:

HISTORICA LANDMARK CRITERIA (Sec. 58-61. - Criteria for designation of landmarks, landmark sites and contributing properties.)

The plan commission shall make findings based upon the evidence presented to it in each specific case with respect to, but not limited to, the following matters:

- 1) Exemplifies or reflects the cultural, archaeological, political, economic, social or religious history.**

Staff Comments: The site at 234 Wisconsin Avenue has been operation in some capacity since 1847 and the existing building has been in use in some capacity since 1872. Through the different iterations of business this location and structure have contributed to the long and storied economic history of Racine.

- 2) Is identified with personages, events or periods of history.**

Staff Comments: The property is identified with may notable businessmen from Racine's history. Charles and Truman Wright, Jacob Barker, George Bull, Henry Durand and Reuben Norton all acquired land in this area early on. Henry Durand was a part of getting approval for a railroad that would run along the root river and serve the building. William Lathrop would eventually buy and own the property until it was sold to Henry Durand and Thomas Jefferson Emerson. Emerson and Durand ran the business for some years before Emerson took over the business until it was purchased by David Paynter Wigley.

3) Embodies distinguishing characteristics of architecture, an architect or architectural materials, craftsmanship or works of nature.

Staff Comments: The building is an Industrial Astylistic Utilitarian building that was constructed with Cream Brick and includes “a faint Italianate style”.

4) In its inherent historical nature provides the citizenry with educational or aesthetic enrichment.

Staff Comments: This building has held the rivers edge for over a century and has been associate with many historic people and times in the City of Racine. Its existence creates a point of contact for those who live and visit the City of Racine to it industrial and commercial past.

5) Contributes to the character or understanding of a district and is one property, or a multiple of properties or structures, that helps form the basis of a district.

Staff Comments: This property can stand alone to help define the history of the City of Racine and helps bring important context to the City of Racine’s downtown.

POSSIBLE ACTIONS FOR THE PLANNING, HERITAGE, AND DESIGN COMMISSION

1. Approve the request as submitted; or
2. Recommend the adoption of an amendment changing the zoning classification of the property in question to any higher classification than that requested by the applicant; or
3. Deny the request; or
4. Defer the request to obtain more specific information about the request.

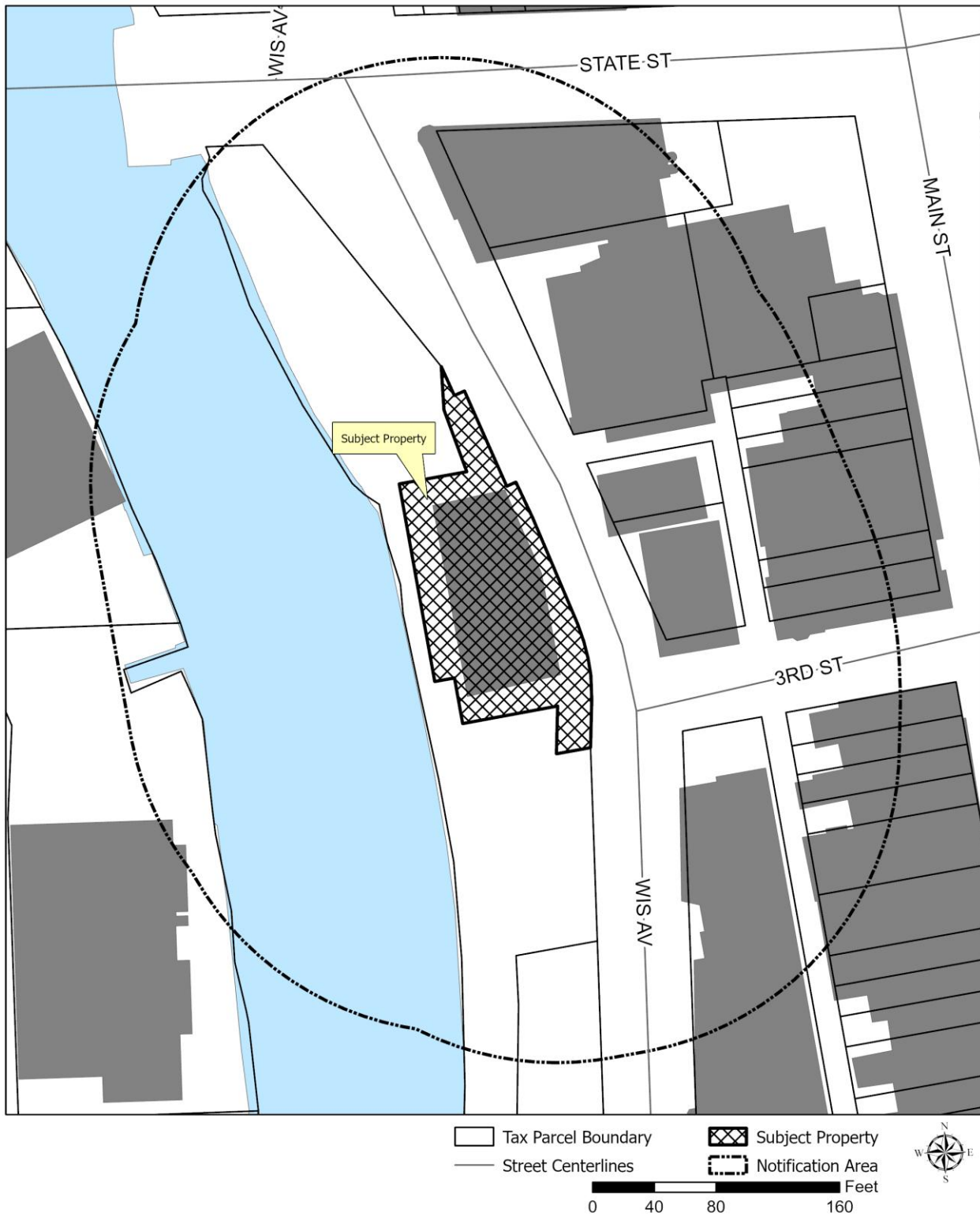
STAFF RECOMMENDATION: THAT THE REQUEST FROM MARK P. AND CHRISTINE F FLYNN, TO DESIGNATE THE PROPERTY AT 234 WISCONSIN AVENUE AND ADD THE H HISTORIC ZONING OVERLAY BE APPROVED AND THAT THE DRAFT ORDINANCE ZORD. 0004-26 BE FINALIZED AND RECOMMENDED FOR ADOPTION.

ATTACHMENTS:

- 1) Property owner notification map indicating the subject property;
- 2) Aerial Photo indicating the subject property;
- 3) Zoning Map indicating the subject property;
- 4) Land Use Map from Comprehensive Plan, indicating the subject property;
- 5) Site photos of the property and general area; and
- 6) Submittal documents (view in legistar).



Local Landmark Designation - 234 Wisconsin Ave



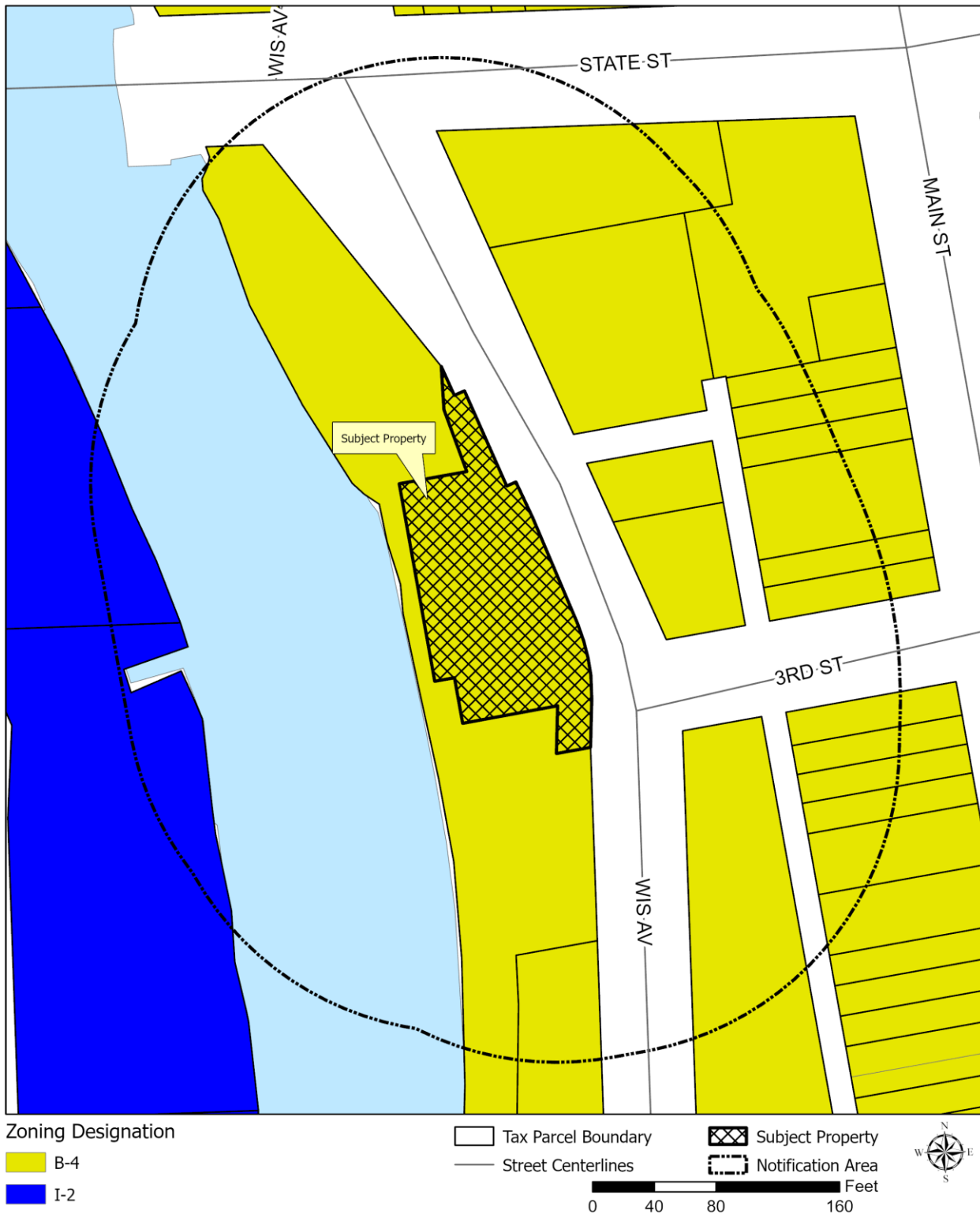


Local Landmark Designation - 234 Wisconsin Ave



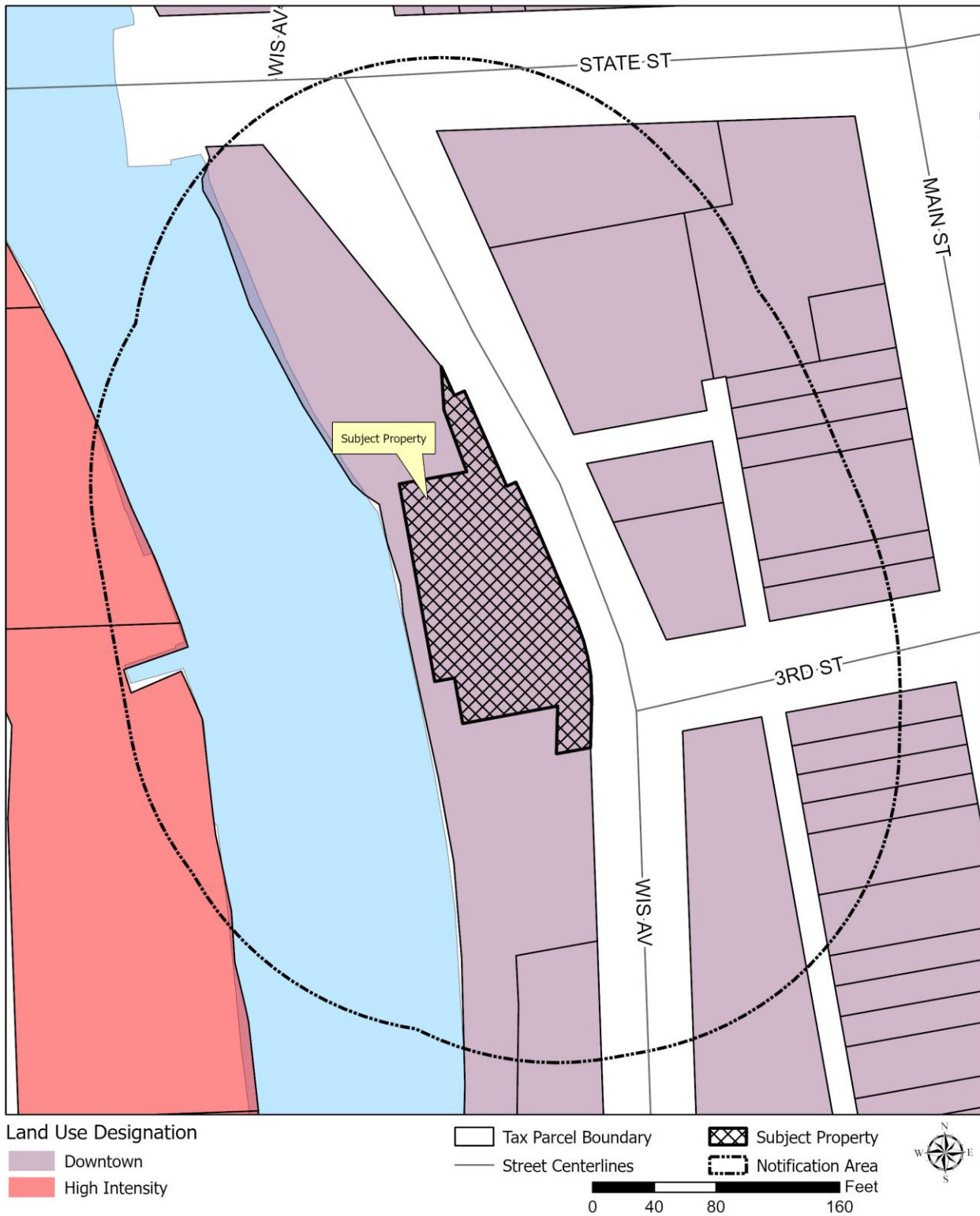


Local Landmark Designation - 234 Wisconsin Ave





Local Landmark Designation - 234 Wisconsin Ave



Site Photos



Looking North at subject property



Looking West at Subject Property



Looking South at Subject Property



Looking Southeast at Subject Property