

HERITAGE PRESERVATION PLAN

RACINE | WISCONSIN
COMMUNITY WORKSHOP #1

WE NEED YOUR INPUT!

ALL INTERESTED CITIZENS ARE INVITED TO LEARN ABOUT THE PRESERVATION PLANNING PROCESS AND DISCUSS PRESERVATION ISSUES, OPPORTUNITIES, AND PRIORITIES RELATED TO THE CITY OF RACINE HERITAGE PRESERVATION PLAN.



HISTORIC PRESERVATION DEFINITIONS

NATIONAL REGISTER OF HISTORIC PLACES

- The National Register of Historic Places is this nation's official list of buildings, structures, sites and objects worthy of the preservation. The National Register is a program of the National Park Service (NPS), U.S. Department of the Interior, and is administered in Illinois by the Illinois Historic Preservation Agency.
- Authorized under the National Historic Preservation Act of 1966, the National Register is meant to raise awareness and promote public and private efforts to identify, evaluate and preserve the country's historic resources.
- National Register designation is honorary and poses no restrictions on the use, treatment, transfer or disposition of property; it also does not mandate property owners to undertake specific actions to restore or rehabilitate their buildings.
- Historic resources may be listed in the National Register individually or as part a National Register Historic District within definable geographic boundaries.
- Currently, there are approximately 90,540 total listings in the National Register nationwide.

RACINE LOCAL LANDMARK DESIGNATION (H-HISTORIC)

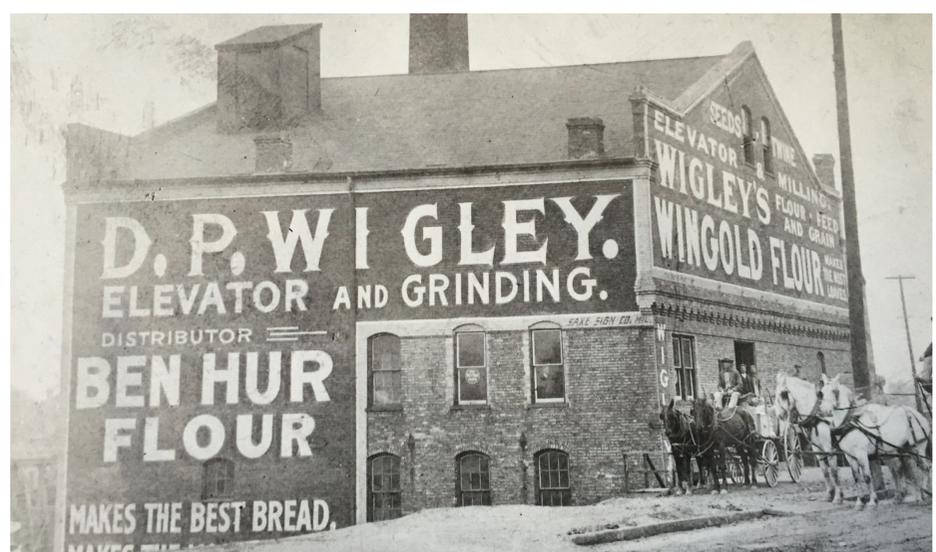
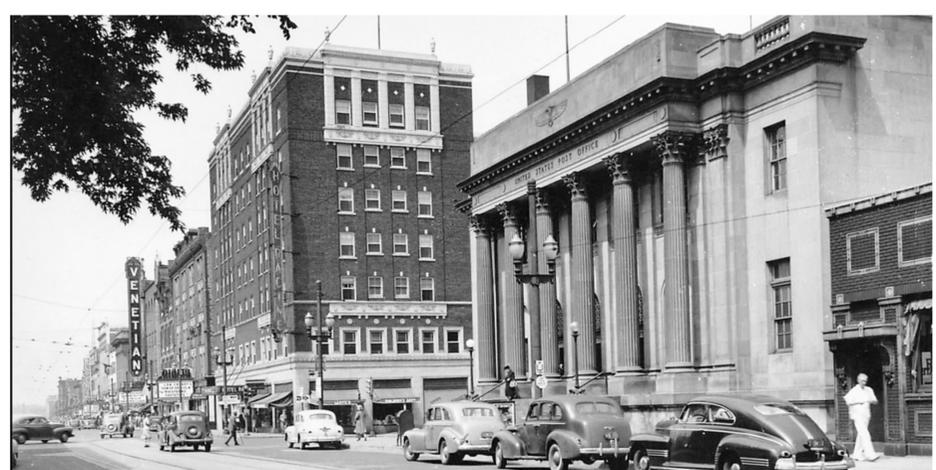
- The Racine Historic Preservation Ordinance sets forth the criteria for designating properties to be landmarks, landmark sites, and contributing properties as:
 - Exemplifies or reflects the cultural, archaeological, political, economic, social or religious history.
 - Is identified with personages, events or periods of history.
 - Embodies distinguishing characteristics of architecture, an architect or architectural materials, craftsmanship or works of nature.
 - In its inherent historical nature provides the citizenry with educational or aesthetic enrichment.
 - 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.
- In Racine, local landmark designations are recommended and administered by the Landmarks Preservation Commission.

WISCONSIN STATE HISTORICAL MARKERS

- Wisconsin Historical Markers tell the stories about events, individuals, buildings, or sites of local, state, or national significance that contribute to our state's rich historical heritage. There are more than 550 official state markers in Wisconsin that carry approved historical inscriptions. Racine currently has 6 official state markers.
- The Wisconsin Historical Markers Program is administered by the Wisconsin Historical Society.
 - The Spark (Pritchard Park)
 - Northside Historic District of Cream Brick Cottages (2131 N. Main)
 - Southside Historic District (Main Street and 14th)
 - The Wind Point Lighthouse (4725 Lighthouse Drive)
 - Soldiers of the American Revolution (Mound Cemetery)
 - The Blake House/Lucius Blake (936 S Main Street)

ARCHITECTURAL AND HISTORICAL SURVEYS

- An architectural and historical survey identifies the significant physical elements of our past — buildings, sites, structures and objects — in order that they may be preserved and protected for future generations.
 - Racine has undertaken surveys in six areas — Manree Park; West Racine Business District; Washington Avenue Corridor; West Sixth Street; Northside Reconnaissance Survey Area; and, an architectural survey by JJR in the 1970s.



THE VALUE OF HISTORIC PRESERVATION

CITY OF RACINE
HERITAGE PRESERVATION PLAN

**All information sourced from the Wisconsin Historical Society and National Trust for Historic Preservation



PRESERVATION CREATES JOBS

Rehabilitation of older buildings produces higher-paying jobs than new construction and the money tends to stay in the local economy. Rehabilitation and revitalization projects create thousands of construction jobs annually, and historic preservation creates more jobs than new construction. On average, \$1 million invested in rehabilitation instead of new construction produces:

- 20 percent more jobs
- \$120,000 more in the local economy
- \$107,000 more in household income
- \$34,000 more in retail sales



HERITAGE TOURISM

In Wisconsin, historic properties draw a substantial number of visitors to the state and constitute a large percentage of its tourism revenue. According to the Wisconsin Department of Tourism, in 2011 tourism had a \$16 billion impact on the state economy, with tourism generating \$1.3 billion in state and local revenues and sustaining 1 in every 13 jobs in the state. Additionally, recent studies reveal that a typical heritage tourist stays longer, spends more money, and makes return trips or extends his or her stay much more than the average tourist. Communities that identify, preserve, enhance, and market their unique history and architecture will attract such visitors.



RESOURCE CONSERVATION AND SUSTAINABLE DESIGN

Preserving and rehabilitating an existing historic building has less negative impact on the environment than new construction. The rehabilitation of older buildings utilizes existing infrastructure, such as water lines, sidewalks, and streets, and preserves existing building materials and architectural elements. Debris from demolition typically makes up 25 to 30 percent of all materials discarded in landfills. The rehabilitation of an existing structure prevents substantial amounts of building material from becoming landfill. The economic revitalization of a historic main street lessens the demand for another strip mall on the edge of town.



INCREASED WALKABILITY

Historic commercial buildings, and many historic residential buildings, were built up to the sidewalk. Unlike their modern-day counterparts, historic commercial buildings have large display windows that passersby can see through, and their entryways are designed to be inviting to pedestrians. This welcoming design encourages interaction, and the more "walkable" a downtown or commercial area is, the more active and vibrant it becomes. And when people can take a pleasant walk to their destination, they may just leave the car at home.



INCREASED PROPERTY VALUES

A vast majority of recent studies show that property values have a tendency to rise within historic districts when compared to a similar non-designated neighborhoods. For example, a recent study from Raleigh shows that between 2000-2008, single-family residential properties in three local historic districts increased in value between 84 percent and 111 percent, while in the rest of the city their value only increased 49 percent on a per square.



ATTRACTS TALENT AND INVESTMENT

According to the World Bank report, *The Economics of Uniqueness*, "[heritage-related projects] contribute to urban livability, attracting talent, and providing an enabling environment for job creation." Also as Richard Florida and others have emphasized, creative people are the talent that drives the new economy, and creative people are attracted to places that have authenticity. Businesses located in places that are perceived of as good places to live, with a sense of authenticity, have an edge in attracting talent and investment. Or as the World Bank report puts it: "...heritage is a differentiator that attracts talent to cities."



MAINTAINS AFFORDABLE HOUSING

According to a recent New York Historic Districts Council white paper on the relation between affordable housing and historic district designation, rent increase happen at a slower pace in historic district designation neighborhoods than in the rest of the city. The report also found that a higher percentage of subsidized rental units have been maintained over time within historic districts than in neighborhoods outside the districts. Lastly, the report emphasizes that 27% of new subsidized rental units were created in historic districts after designation.



BUSINESS INCUBATION

As the Preservation Green Lab report *Older, Smaller, Better* recently concluded, older smaller buildings are critical to the incubation of small businesses that are the primary job creators in the U.S. economy.