

Attachment A

Grant Agreement No. AD069014-007.13

1. Type of Project (check one):	<input type="checkbox"/> Coastal Land Acquisition <input type="checkbox"/> Coastal Wetland Protection and Habitat Restoration <input type="checkbox"/> Nonpoint Source Pollution Control <input checked="" type="checkbox"/> Coastal Resources and Community Planning <input type="checkbox"/> Great Lakes Education <input type="checkbox"/> Public Access and Historic Preservation
2. Project Title: Comprehensive Economic and Environmental Master Plan for the Historic Sixth Street District of Racine WI	
3. Organization applying: Historic Sixth Street Association (Sustainable Racine, fiduciary)	5. Primary County where project is located: Racine CO
4. Contact Person and Address: Jim Spodick _____ 600 Villa St. _____ Racine, WI 53403 _____ Phone: <u>262-909-0552</u> Fax: _____ Email: <u>historiccentury@hotmail.com</u>	6. Other Counties where project is located: None
	7. Congressional District #: WI. 1
	8. State Senate District #: 21
	9. State Assembly District #: 61
10. Total Project Cost: \$85,000	
11. WCMP Share: \$34,000	13. WCMP Percent: 40%
12. Applicant Share: \$51,000	14. Applicant Percent: 60%
15. Brief Summary of the Project (<u>300 word maximum, use this page only</u>). Include (1) Project Description and (2) Project Outcomes:	
<p>This project is formally bounded by the Historic Sixth Street Business District of Racine Wisconsin as determined by the National Register of Historic Places. But true boundaries are based upon community-recognized natural and civic features. Consequently, this project will be bounded by the Root River to the north, City Hall to the west, Lake Michigan to the east and the residential neighborhood to the south. (see attached map)</p> <p>PROJECT DESCRIPTION</p> <p>This proposal request funds to support the creation of a Comprehensive Environmental, Economic and Arts Development Master Plan to provide design, prioritization and implementation strategies to breathe new life into the 6th Street Arts and Entertainment District of Racine WI, restore the physical and natural connection to the adjacent Root River and improve the River's water quality by implementing creative and cutting edge stormwater management techniques throughout the District. This project will serve as a model for other communities throughout the Great Lakes region to restore a quality relationship between dense urban districts and the waterfronts they have typically ignored over the last 100 or more years. This is not another proposal for a riverwalk or characterless riverfront design. As the Arts and Entertainment District for the City of Racine, its businesses and residents demand more. They demand a deeper-than-superficial response to their economic and environmental problems. They demand results that are sustainable, creative, and vibrant. They demand a project reflective of their passion for the arts. This proposal will result in the creation of new model of natural/urban sustainability, integrating economic and social needs within a foundation of the green and blue infrastructure of the Root River riparian environment ultimately resulting in improvements to the water quality of Lake Michigan.</p> <p>PROJECT OUTCOMES</p> <ul style="list-style-type: none"> • An evaluation strategy comprised of: pre- and post-testing of water quality and river quality; urban heat-island measurements; and pervious vs. impervious surfaces analyses to accurately measure the success of each implemented technique and evaluate their individual and collective effectiveness upon water quality and overall sustainability. • Guidelines for Sustainability to establish ecologically sustainable design guidelines and techniques for application over all projects in the district. • Green Design alternatives within the context of the Master Plan to serve as models of sustainable living that can be replicated across the city and elsewhere. Included here are plans, sections, elevations and perspective drawings of potential improvements in the district. • Integrate all elements into a prioritized and phased Ten Year Comprehensive Development Plan for the Sixth Street District. The Plan will serve as the road map for future development. • Full inventory and analysis of the project area and context. • Community involvement in all phases of the project. • Fundraising strategy for all proposed projects identified in the Master Plan. 	

Attachment A

Grant Agreement No. AD069014-007.13

1. Problem: Concisely state the problem or issue that this proposal addresses. Include important background information.

- Stormwater drainage into the Root River from the District is not managed or cleaned before reaching the river. A high percentage of the District is impervious surface- historic architecture, sidewalks, roads, etc. Pervious surfaces are limited to a few small and scattered overgrown lots and bluffs. It is imperative to develop a comprehensive stormwater management strategy to ensure runoff is managed and cleaned prior to outflow at the river. Given the location in an Arts and Entertainment community the opportunity arises to integrate stormwater management as a vital component of public spaces, streetscapes and utilitarian venues.
- The District is adjacent to, but is physically cut off from the river leading to an out-of-sight, out-of-mind attitude of residents in the District. A fifteen foot high retaining wall and a steep wooded bluff limit physical access to and visual access of the river. District residents and visitors do not recognize the presence of the river and do not necessarily understand its value. By creating both visual and physical linkages to the River, the community will have a greater awareness and appreciation of it as a resource and be more proactive regarding its maintenance and vitality.
- Auto circulation is fragmented and dangerous. Sixth Street is a State Highway and is slated for reconstruction in 2011. This offers a timely opportunity for other improvements such as those suggested in this proposal to be integrated into the highway improvements plan.
- The district and its adjacent neighborhood form a blighted economic zone in the city. HSSA recognizes the value of its neighbors, and the mutual support and resources they offer each other: An improved commercial district offers walk-from-home employment opportunities; an organized business association can spearhead neighborhood improvement projects aimed to not only improve the visual quality of the neighborhood but that of the commercial district as well.
- Low building occupancy on 6th Street. Physical amenities along 6th Street are limited and do not attract the appropriate businesses to relocate to this area. A Master plan outlining the development strategy will offer the community direction and guidance to create an economically vibrant and sustainable business community.

2. Project Description: Address all of the issues listed below as they relate to your project.

- a. Describe the project for which funding is requested.
- b. Describe how this project is part of an integrated effort or approach.

a. This proposal request funds to support Phase 3 of a Four Phase project.

Phase 1. Concept Design. With the Crandall/Arambula Downtown Redevelopment Plan as its base, Margot Mazur, of Mazur Design Studio and Commissioner on the City of Racine Design Review Board, completed a Conceptual Design Plan for the Historic Sixth Street District providing the foundation for the District's redevelopment.

Phase 2. Visioning. Based on the interest generated by the Conceptual Design Plan to ensure a sustainable environment, economy and society, the National Park Service Rivers and Trails Program was invited to provide technical assistance and guidance to develop a formal Vision Statement and Goals firmly grounded in the concept of Sustainable Community:

VISION

"The Historic 6th Street District is Racine's Arts and Entertainment destination where the arts flourish year round in galleries and performance venues. Diverse shops and eateries further invite residents and visitors into the heart of Racine. There are places to gather and celebrate, walkways to the river and lake, and water features and greenspaces that bring a natural influence to the city. Historic trails travel through the district's corridor, and events and outdoor activities are incorporated into the landscape. The success of the District serves to enhance the surrounding community and fosters a warm and welcoming neighborhood."

The District is a model of distinct and natural urban cityscapes and waterways. People from across the state and region visit to experience a creative and energetic community that exemplifies the ideals of sustainable living.

GOALS

Celebrate water

Create a coveted and beautiful destination

Demonstrates sustainable living practices

Honor the spirit of the 6th Street culture and commerce

Support a dynamic arts community

Provide economic opportunities for local residents

Serve as a skills and resource base for adjacent neighborhood improvements

Phase 3. Comprehensive Master Planning. In order to accomplish such a complex and multi faceted project it is imperative to plan comprehensively to ensure that all the pieces are well integrated with each other resulting in a synergy of form and function. The final product of this phase will be a graphic Master Plan and supporting documents (in report and public exhibit form) depicting the locations and configurations of all proposed improvements. **This proposal requests funds for this phase only.** Refer to Item 1- "Brief Summary" for a complete Project Description and list of Project Outcomes.

Attachment A

Grant Agreement No. AD069014-007.13

The proposed Master Plan will indicate a variety of specific implementation projects designed to demonstrate specific sustainability practices and techniques. Demonstration projects under consideration will include: Green Roof applications (to reduce stormwater runoff and increase economic and social feasibility of unused rooftops), Stormwater management/public kinetic art (to ensure cleaner runoff into the River), Public green and entertainment spaces (to reduce the urban heat island effect), urban agriculture (to serve as a demonstration of the applicability of low impact intensive urban farming techniques), and urban energy generation (wind, solar, etc to protect non-renewable resources via clean power generation).

Phase 4. Design Development and Implementation. With the formal support of the City and the Downtown Racine Corporation, and drawing on the conclusions of, and demonstration projects identified in Phase 3, Phase 4 will further develop the projects as detailed design and construction drawings, seek funding support and coordinate implementation.

b. This project reflects and builds upon the approved Crandall/Arambula Downtown Redevelopment Plan for Racine. It will represent the work of a partnership of people and organizations: Conservation Design Forum (primary design consultant), Mazur Design Studio (creative director and project coordinator), The Historic Sixth Street Association (client partner), Downtown Racine Corporation (parent district and project partner), City of Racine (project partner), Sustainable Racine (project partner), Wisconsin Department of Natural Resources (representing the interests of the Root River and Lake Michigan), and the National Park Service Rivers and Trails Program (providing technical assistance and guidance). Additionally, this project recognizes that complex geographies such as densely occupied urban riverfronts require simultaneous action on a number of fronts: environmental, economic, and social. To solve one issue, you must solve others as well. This project recognizes the variety of issues that exist in the District and proposes the Development of a Comprehensive Master Plan that will set the stage for comprehensive improvements of the social, economic and environmental issues that currently exist.

3. Impact on Coastal Resources: Address all of the issues listed below as they relate to your project.

- a. Describe the extent to which the problem, need or priority will be addressed by the project.
- b. Describe how this project addresses a high priority need as identified in state-recognized plans (such as remedial action plans, basin plans, Lakewide Management Plans, State Hazard Mitigation Plan, and county Land and Water Conservation Plans) *or priorities of regional organizations such as the Council of Great Lakes Governors.*
- c. Describe the extent to which the project permanently addresses the problem or need.
- d. Describe the extent to which the project leverages other technical or financial resources.
- e. Describe the measurable results (give estimated benefits for all that apply). Use the suggested indicators listed below, or others as appropriate to your type of project.

Type of Project	Suggested Indicators
Coastal Land Acquisition	<ul style="list-style-type: none"> • Acres protected • Linear feet of coastline acquired • Type of habitat or ecosystem acquired
Wetland Protection and Habitat Restoration	<ul style="list-style-type: none"> • Acres of habitat restored or protected • Endangered species protected • Type of habitat or ecosystem protected or restored
Nonpoint Source Pollution Control	<ul style="list-style-type: none"> • Reduction in pounds of P delivery • Reduction in tons of soil erosion/sedimentation • Miles of vegetative buffer
Great Lakes Education	<ul style="list-style-type: none"> • Number of people trained • Projected audience
Coastal Resources and Community Planning	<ul style="list-style-type: none"> • Number of municipalities included in a plan • Population affected by the plan • Land area covered by the plan • Type of coastal resource protected • Ordinances developed
Public Access and Historic Preservation	<ul style="list-style-type: none"> • Linear feet of coastline made accessible • Population affected

a. This proposal request support for Phase 3 of a 4 phase project. Phase 3 is planning. Phase 4 is construction. Therefore the problem will not be physically solved through this project, but rather, all the issues and opportunities will be identified and clearly addressed, alternative solutions proposed and evaluated, and through the creation of a master plan and prioritized implementation strategy, set the framework for all future improvement projects in the district and establish the standards necessary to ensure quality results over time.

Attachment A

Grant Agreement No. AD069014-007.13

b. The Root River Priority Watershed Project puts forth rules for non-point pollution reduction. The Sixth Street project has as one of its main goals management of non-point pollution through effective and creative stormwater management practices.

The WI DNR State of the Basin Report for the Root Pike Watershed identifies increased public participation regarding water quality issues. The Sixth Street project will include participation by the community and its neighbors through all stages.

Racine is part of the WI DNR Phase 2 Stormwater Permitting Program, which will require meeting certain non-point pollution attenuation goals and stormwater runoff criteria. This Program is currently in the Planning phase. The Sixth Street project will serve as a model of appropriate and creative solutions to minimize stormwater runoff

c. Projects performed piecemeal without the benefit of a comprehensive strategically developed Master Plan as proposed here often result in a series of visually, physically and functionally disjointed vignettes that serve nothing to their context. By strategically identifying the project in its totality and then developing a prioritized ranking of individual projects, the project is assured that what is accomplished at one point in time will benefit the district now and in the future.

d. Concurrent with the submittal of this proposal, HSSA is also submitting proposals to the Racine Community Foundation, Joyce Foundation, S.C. Johnson Foundation, the City of Racine, Sustainable Racine and Root/Pike WIN, among others.

e. This project is located entirely in the City of Racine's Historic Sixth Street District, but results of the project will have a significant impact upon the water quality of the Root River which flows immediately adjacent to the district, and Lake Michigan, approximately ¼ mile downstream. Racine's population is 81,000. Measurable results include: approximately 500 linear feet of river shore line made accessible, improvement in quality of surface runoff and discharge into the Root River and Lake Michigan, increased access and visibility to the Root River, increased tree canopy cover reducing the urban heat island effect, increased building occupancy levels, increased sales through increased visitation, increase local employment, decreased pedestrian and auto safety issues, improved parking and customer access, increased number and quality of public spaces for community events, increased permeable surfaces, and through visibility, increased awareness regarding water quality and stormwater management techniques and practices..

4. Methodology and Timetable

- a. Provide a task description, including major milestones.
- b. Provide a list of work products.
- c. Describe how the project will encourage public participation and how the final product will be distributed (as appropriate).
- d. For Public Access projects, please describe how the project incorporates planning for lake level changes.

a. Step 1. Information gathering and community input.

Step 2. Exploration. Examination of physical, economic, social and regulatory issues. Assessment and documentation of preliminary potential opportunities and constraints. Initial public meetings, stakeholder interviews. Development of baseline information. Products: Summary report of prior plans and reports, baseline information, and site analysis.

Step 3. Discovery. Creation of Design Principles, alternative design strategy plans, generalized comparative cost estimates, comparative feasibility analyses. Products: Summary report of the design process to date, including sketches, and other illustrations. Scale model of study area with outlined general design concept areas.

Step 4. Design. Assessment of alternative plans and selection of preferred plan. Preliminary Cost Analysis summary, prioritization and feasibility analysis. Vision Plan.

Step 5. Marketing. Final Vision Plan and support documents and website. Public meetings. Interpretive Vision Plan panels for installation as street or gallery exhibition.

b. Investigational summary reports. Final Comprehensive Master Plan and support documents including visual aids such as sketches, models, websites, etc. Vision Master Plan panels for public display.

c. The primary consultant will meet at the beginning of every step to gather information, and at the end of each step to present the conclusions of the work performed. The interpretive panels will serve as public presence of the Vision to the district and the City.

d. N.A.

Attachment A

Grant Agreement No. AD069014-007.13

5. Project Budget

- a. Provide a breakdown of the proposed project budget using the following table. WCMP Grant projects totaling \$60,000 or less require a 50% match. Projects larger than \$60,000 require a 60% match.

Activity	Match	WCMP Request	Total
CDF Consultant services- Primary Design services	\$41,000	\$34,000-	\$75,000-
Mazur Design Studios- On-site project coordinator	\$10,000		\$10,000-
Totals	\$51,000-	\$34,000-	\$85,000-

6. Budget Description

- a. Describe, in detail, the commitment of nonfederal matching funds.
 b. Describe the composition and source of the matching funds.

Other funding sources are being contacted concurrent with this submittal. Funds are yet to be committed:
 City of Racine: \$20,000-
 Root Pike WIN: \$5,000-
 Sustainable Racine: \$5,000-
 Joyce Foundation: \$11,000-
 Johnson Foundation: \$5,000-
 Racine Community Foundation: \$5,000-

7. Bonus objectives. Address all of the issues listed below as they relate to your project.

- a. Build partnership alliances with other organizations or agencies
 b. Develop exceptional marketing, outreach or education strategies
 c. Encourage coast-wide projects

a. This project represents a broad alliance of economic, governmental and environmental organizations under the umbrella of a Comprehensive Economic and Environmental Master Plan. Partners include: Sustainable Racine, WI DNR, City of Racine, Historic Sixth Street Association, Downtown Racine Corporation.

b. The interpretive Vision Master Plan panels will be a unique and publicly visible promotional tool to keep the dream of a new district alive in the minds of its residents throughout the process. The prioritized demonstration projects will give the public the opportunity to see how cutting edge technologies can be integrated into the fabric of everyday life. This, woven into an arts and entertainment district has the potential to produce not only cutting edge function, but cutting edge visual appeal as well.

c. This project will serve as a model for dense urban waterfronts throughout the Great Lakes.