

## **A** **Batten Airport Area** - *Capitalize on the airport, promoting ancillary business development*

- Focus on the airport as a corporate transportation asset, an economic development strategy to benefit corporations with aviation travel needs
- Inventory site potential and develop a strategy to recruit additional businesses to the properties surrounding the airport

## **B** **Horlick Area** - *Build off of the historic Horlick Malt campus to create a niche economic development project*

- Develop a strategy to use the historic buildings and campus to create a mixed use project including employment - investigate feasibility of repositioning the buildings in the food economy
- Target adjacent residential neighborhoods for blight elimination
- Facilitate redevelopment of the Racine Steel sites for employment infill, capitalize on the available walkable workforce
- Utilize the active rail corridor in business development strategy

## **C** **All Saints Health Care Area** - *Target healthcare industry growth and healthcare neighborhood*

- Target healthcare industry growth and ancillary users for adjacent and nearby lands in cooperation with All Saints
- Promote healthcare workforce connections to surrounding neighborhoods – investigate healthcare neighborhood opportunities
- Develop a workforce mobility plan

## **D** **Root River Corridor** - *Revitalize Racine's Urban River Corridor for unique business, residential, and river connections*

- Implement the adopted RootWorks Plan
- Build off the history and historical buildings to reposition the Corridor
- Advance transit initiatives for greater regional connectivity in the core of the city
- Implement water quality improvement projects
- Advance projects for river connections, public access and interaction
- Develop the area to be attractive to the creative class and creative businesses
- Advance Machinery Row and Belle Harbor redevelopment
- Connect Mound Avenue Business Center to transportation assets

## **E** **Harborside Area** - *Leverage connection to North Beach to create a phased redevelopment project and new urban greenspace*

- Develop a vision and phased reuse plan, including a urban greenspace that connects the area to the lakefront/North Beach
- Target nearby neighborhood community development, blight elimination strategies to improve market potential for the area
- Coordinate and capitalize on the assembled TIF district and Brownfield grant resources
- Consider cleaning site for use as temporary greenspace to reduce blight

## **F** **Downtown Lakefront Area** - *Advance the next phase of Downtown revitalization, considering civic and hospitality projects*

- Move forward with the next phase of downtown revitalization implementation starting with the lakefront
- Develop an implementation priority plan to advance key site redevelopment
- Conduct feasibility analysis of convention center and hotel
- Develop lakefront connection strategy including signage and marketing
- Convert one-way street system to a two-way street system

## **G** **Kestrel Hawk Landfill** - *Strategically reuse closed landfill to maximize waste-to-energy opportunities*

- Study the potential to increase energy production as an economic development opportunity, utilizing the latest waste-to-energy technologies
- Investigate opportunities for creating a renewable energy business strategy to provide green power to nearby businesses
- Consider partnering with operating company on a closure plan and in development of a plan for reuse of the landfill

## **H** **Regency Mall Area** - *Maintain retail district and promote an updated mall model*

- Study long-term feasibility and market reinvestment opportunities

## **I** **West Racine Area** - *Increase neighborhood commercial opportunities and develop a gateway presence at the Hwy 20/West Blvd site*

- Promote the area as a desirable city neighborhood with connections to employment opportunities to the west and downtown
- Build off of the existing strength of the neighborhood, facilitate eastern movement of redevelopment, spreading the cool factor
- Create a redevelopment strategy for the Hwy 20 at West Blvd sites - capitalize on area as a gateway to Washington Park/Jens Jensen park network

## **J** **Expanded Uptown Area** - *Capitalize on the existing corporate cluster as the driver for redevelopment*

- Redefine Uptown beyond the Hwy 20 corridor to build upon the cluster of major headquarters and corporations
- Create a redevelopment vision and reinvestment strategy for the redefined Uptown Area
- Coordinate corporate commitment to area and focus investment to catalyze targeted reinvestment
- Establish strong Uptown entryway to SC Johnson, Gateway, Lake Michigan
- Explore the possibility to be an entrepreneurial small business acceleration campus – connecting to the manufacturing sector
- Target reinvestment with residential infill that fits market and new vision

## **K** **Lakefront Business Center** - *Maximize premier location for major corporate headquarters and access to alternative energy resources*

- Continue boundary discussions with Mt. Pleasant
- Determine highest and best use for the lakefront site, considering adjacent uses
- Develop a Lakefront Business Center redevelopment vision and reinvestment strategy building off of existing and historic uses in the area – potential for wastewater treatment energy technologies
- Target Corporate headquarters looking for lakefront Campus