

BUILT WITH THEM: CO-DESIGNING THE BELOVED COMMUNITY IN RACINE

DR. MARTIN LUTHER KING COMMUNITY & INTEGRATED HEALTH CENTER

LEARNING OBJECTIVES

1. Explore the **art and science of engaging diverse communities** by understanding the purpose, methods, barriers, and best practices of community engagement.
2. Explain how strategic partnerships, **authentic community engagement**, and project team collaboration can make projects more effective and meaningful.
3. Explore the impact of Net Zero, LEED Platinum, and green infrastructure as long-term **equity strategies affirming dignity in underinvested communities**.
4. Describe the relevance of **Dr. King's Beloved Community Vision** to today's design practices, serving marginalized communities, and **addressing healthcare disparities through community-informed design**.

DR. MARTIN LUTHER KING JR. COMMUNITY CENTER & HEALTH CLINIC

RACINE, WI

70,000 SF

COMMUNITY CENTER, PUBLIC HEALTH DEPARTMENT, PILLAR HEALTH FQHC



MEET THE SPEAKERS



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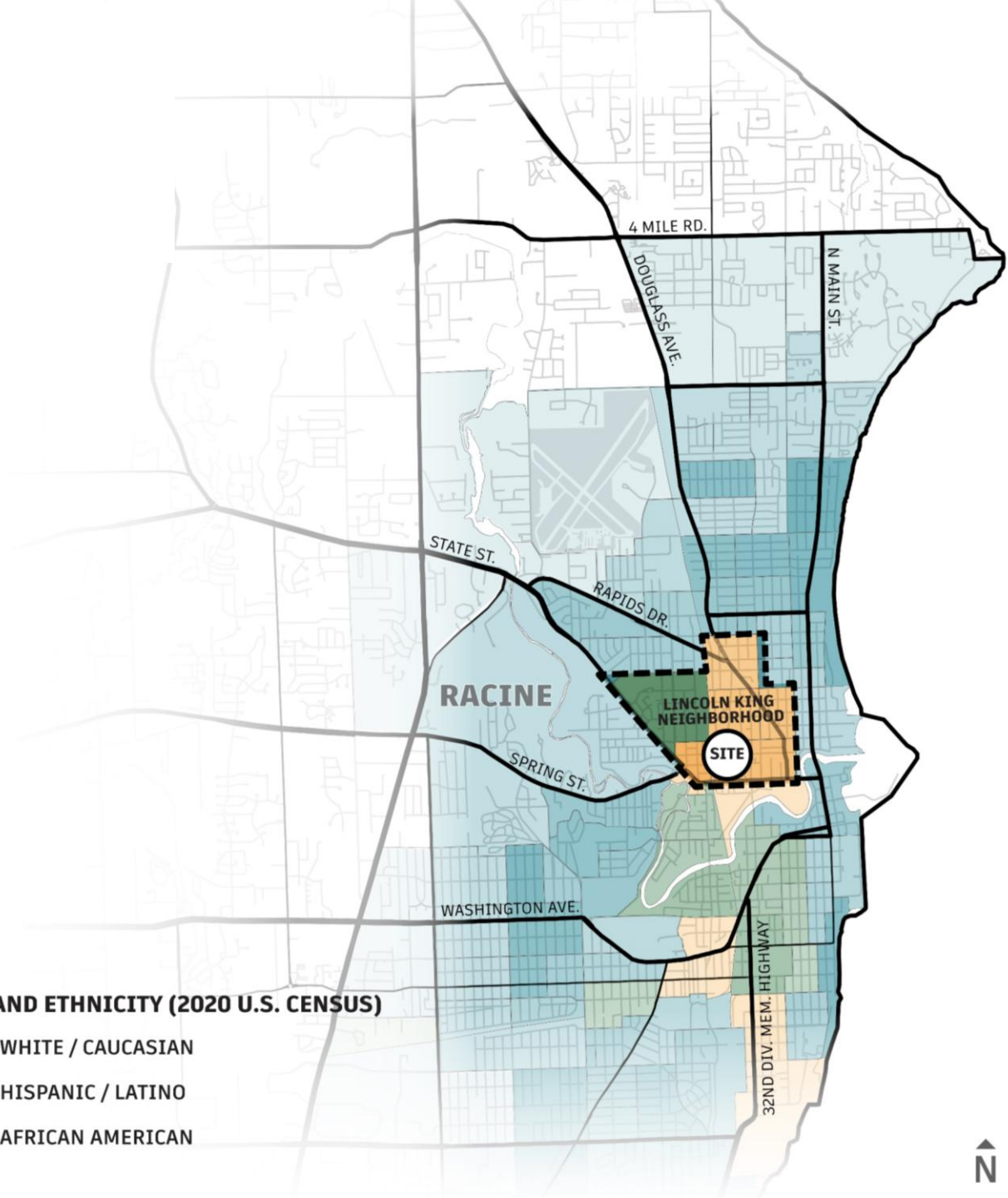
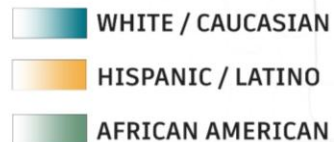
SESSION TOPIC I: THE ROOTS IN RACINE



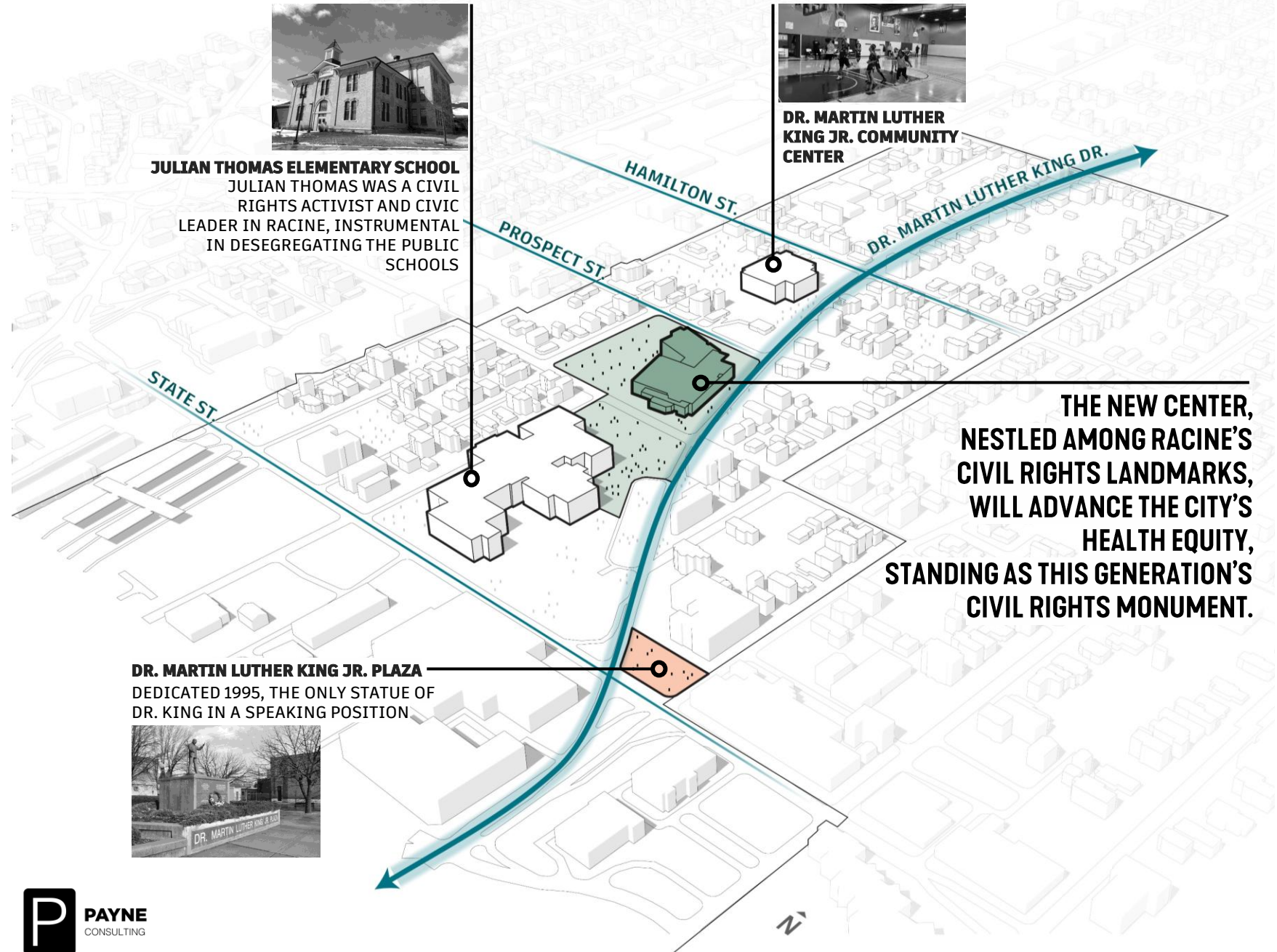
“LINCOLN-KING NEIGHBORHOOD”

IN RACINE’S LINCOLN-KING NEIGHBORHOOD,
61.7% OF RESIDENTS ARE PEOPLE OF COLOR,
AND 41% LIVE BELOW THE POVERTY LINE.

RACE AND ETHNICITY (2020 U.S. CENSUS)

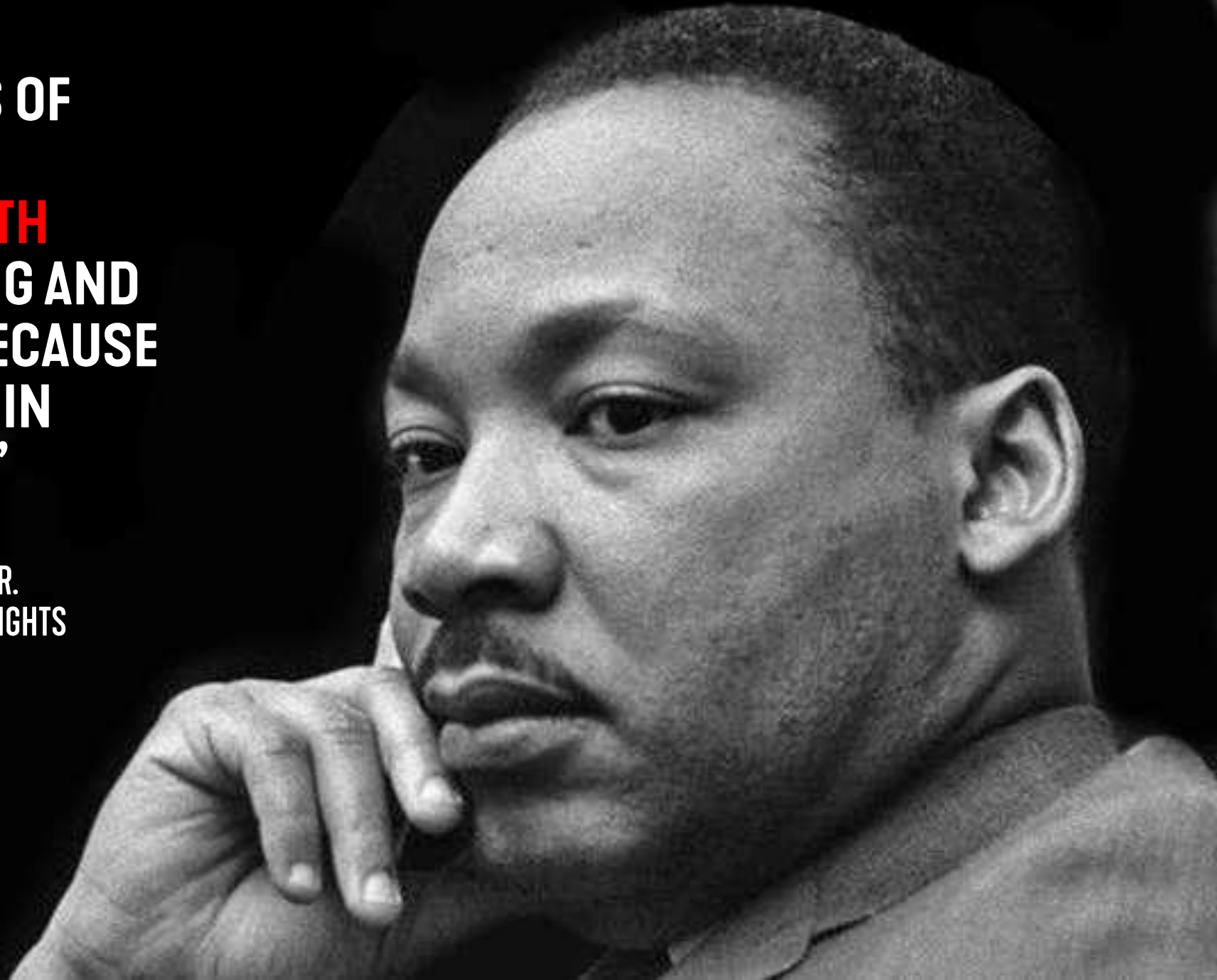


CIVIL RIGHTS MONUMENTS



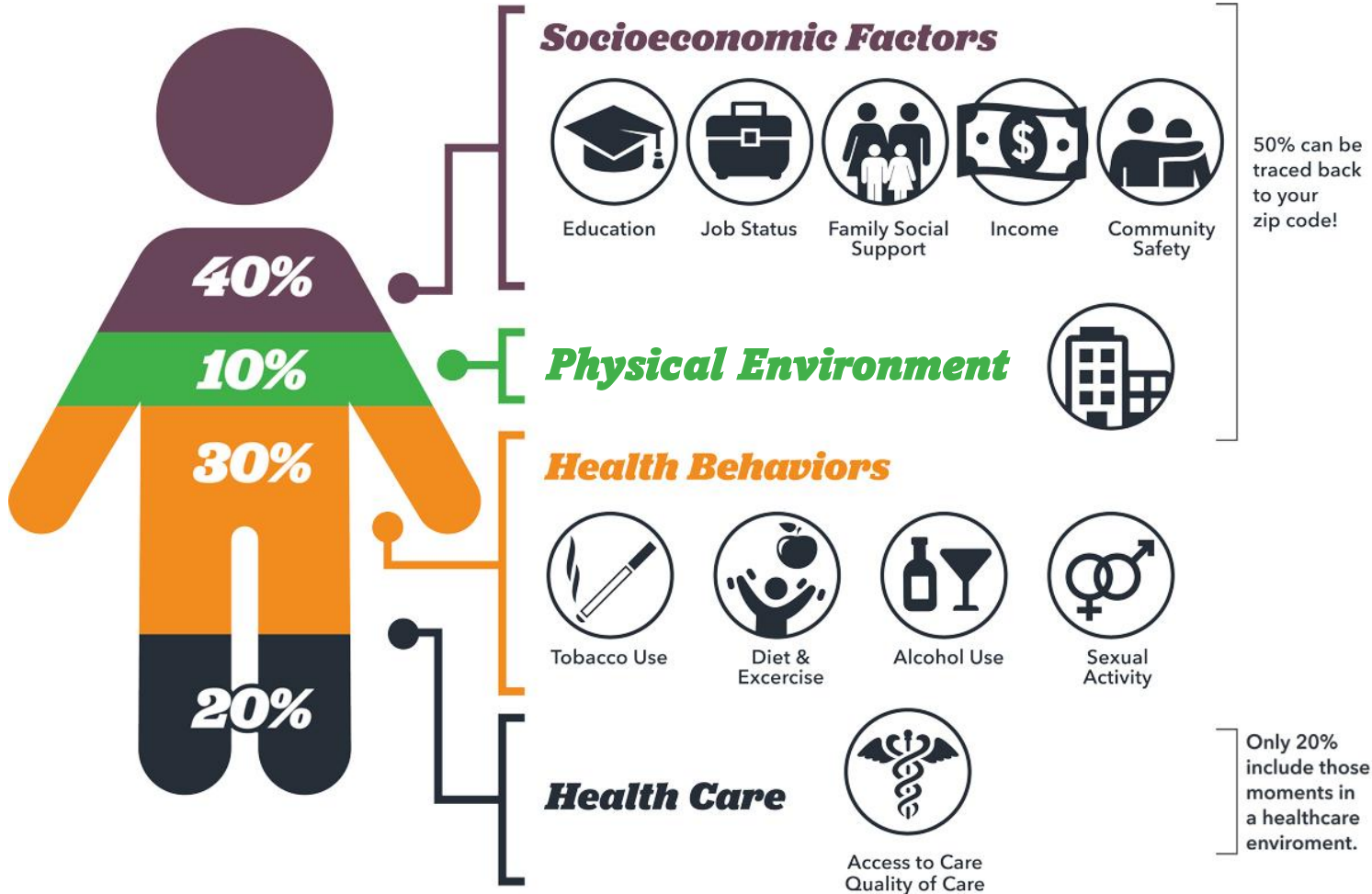
**“OF ALL THE FORMS OF
INEQUALITY,
INJUSTICE IN HEALTH
IS THE MOST SHOCKING AND
THE MOST INHUMAN BECAUSE
IT OFTEN RESULTS IN
PHYSICAL DEATH.”**

**REV DR. MARTIN LUTHER KING, JR.
MEDICAL COMMITTEE FOR HUMAN RIGHTS
MARCH 1966**



BUILT ENVIRONMENT IMPACT ON HEALTH

SOCIAL DETERMINANTS OF HEALTH



Source: Institute for Clinical Systems Improvement, Going Beyond Clinical Walls: Solving Complex Problems (October 2014)

Ranking Among Wisconsin Counties

Low Life Expectancy Ranking

Racine County ranks **63rd out of 72 counties** in Wisconsin for life expectancy, indicating health challenges.

Underlying Health Disparities

Disparities include limited healthcare access, socioeconomic difficulties, and weak public health infrastructure.

Need for Targeted Interventions

Targeted health policies focusing on equity and inclusion can improve outcomes for Racine residents.

Census Tract Life Expectancy

Racine, Wisconsin — 2015

PEOPLE • PLACES • OPPORTUNITIES

USALEEP estimates as presented by the City Health Dashboard

RACINE
ON LAKE MICHIGAN

A STRONG
COMMUNITY
ON A BRIGHTER
TOMORROW

Census Tract	Neighborhood / Area	ZIP Code(s)*	Life Expectancy (Years)
000100	NW Rural	53405	82.0
000200	Meadowbrook	53406	81.3
000300	Northwest	53406	80.1
000500	Wind Point	53403	79.2
001200	Oak Park	53402	78.4
000800	Horlick Field	53403	77.1
000900	West Racine	53404	76.5
000600	Harbor / Lakefront	53403	76.8
000700	Downtown / Near North	53403	75.2
001100	Southside	53405	74.9
001000	Uptown	53403	73.8
000400	Lincoln-King	53404	68.4



Racine (City Average)

76.9 years

Life expectancy at birth (2015)



8.6 years

Lowest tract (000400) is 8.6 years below the city average (68.4 vs. 76.9).



13.6-year gap

A 13.6-year gap separates the highest and lowest tracts (82.0 vs. 68.4).

SOLVING THE RIGHT PROBLEM

HEALTH NEEDS ASSESSMENTS FOR THE PROGRAMMING

RACINE COUNTY COMMUNITY HEALTH NEEDS ASSESSMENT



HEALTH & WELLNESS



MENTAL HEALTH



PRIMARY CARE ACCESS



SUBSTANCE & ALCOHOL ABUSE



ADVERSE CHILDHOOD EXPERIENCES



NUTRITION

FEDERALLY QUALIFIED HEALTH CENTER (FQHC) SERVICES – 1ST IN RACINE, WI



DENTAL



MENTAL HEALTH



PRIMARY CARE ACCESS



HEALTH & WELLNESS



ENABLING SERVICES
(TRANSPORTATION/LANGUAGE)



NUTRITION

“This \$68 million investment is a historic commitment to the future of the Lincoln-King neighborhood and Racine as a whole. It's about more than just buildings; it's about creating opportunities and addressing the disparities that have held this community back for far too long.”

Cory Mason, Mayor of Racine



PROJECT PRIORITIES

- The Lincoln–King project represents a \$68 million public–private investment to construct a new, modern facility for **the MLK Community and Integrated Health Center**. This includes a \$1 million commitment from Ascension Health.
- \$20 million for the first phase of housing and \$15 million for infrastructure improvements, bringing the **total investment to over \$100 million in the Lincoln–King neighborhood**.
- **Racine remains the largest city in Wisconsin without a federally qualified health center (FQHC)**—a critical resource for residents with low incomes or limited access to health insurance. This project will change that.
- **All current programs and services offered by the King Center will continue** without interruption during the transition to the new facility.
- The new King Community Center will be significantly larger than the existing facility, potentially twice the size, and will include **an integrated Community Health Center, adding tens of thousands of square feet dedicated to medical and wellness services**.
- **Convenient, accessible parking is a top design priority**, especially for seniors and individuals with disabilities.

SESSION TOPIC II: IN THEIR OWN WORDS



COMMUNITY ENGAGEMENT GOALS



Increase stakeholder knowledge of the Lincoln-King Neighborhood Revitalization Project, with a specific focus on the Dr. Martin Luther King Jr. Community Center and the Racine Community Health Center.



Learn stakeholder aspirations, ideas, and concerns.



Amplify the voices and experiences of stakeholders while building trust.



Gather data that can be used to inform the development of the community center and health center.

COMMUNITY ENGAGEMENT APPROACH

Payne Consulting's community engagement approach aligns with the Harwood Institute for Public Innovation.



AUTHORITY

Acting with **Authority** means holding deep knowledge about the community, including people's lives, aspirations, and concerns, and using that knowledge to make decisions.



AUTHENTICITY

Authenticity is demonstrated by treating people as valuable members of the community, deeply listening to the community in an ongoing way, and working in ways that are reflective of people's lives.

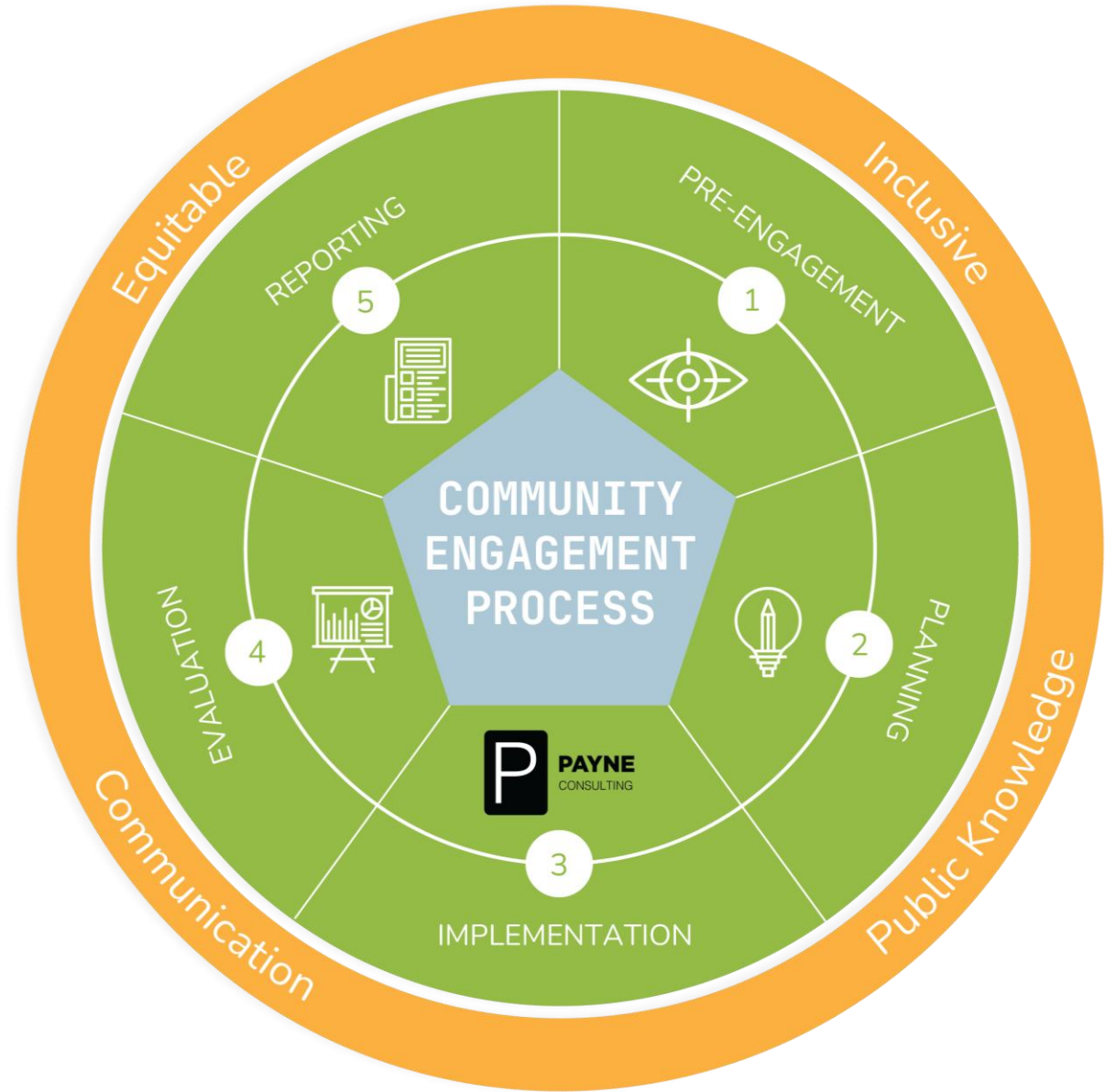


ACCOUNTABILITY

Accountability means setting realistic expectations and promises to the community and pursuing meaningful action by building on the past while creating foundations for the future.

COMMUNITY ENGAGEMENT PROCESS

Payne Consulting's community engagement process is based on best practice and has been tested and proven through decades of practical application. The phases of our process are Pre-Engagement, Planning, Implementation, Evaluation, and Reporting which are critical to the success of any project.



STRATEGIES FOR EFFECTIVE COMMUNITY ENGAGEMENT

EQUITABLE, DIVERSE AND INCLUSIVE



Be intentional about removing known access and participation barriers

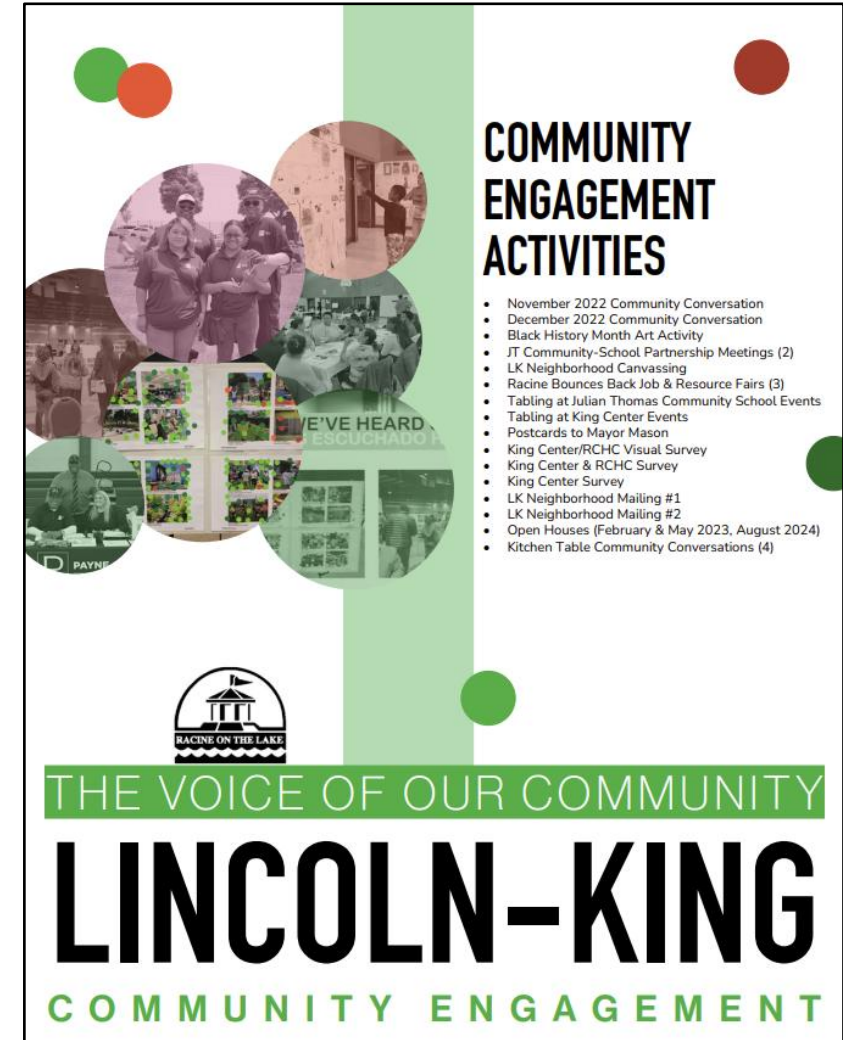
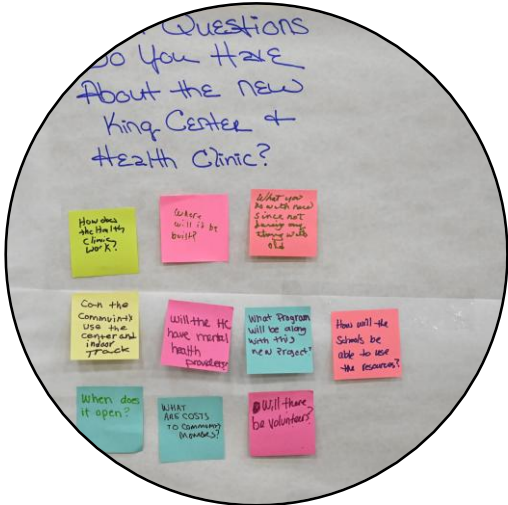


Lead with a racial and social equity lens and invite diverse voices, ideas, and information to the table

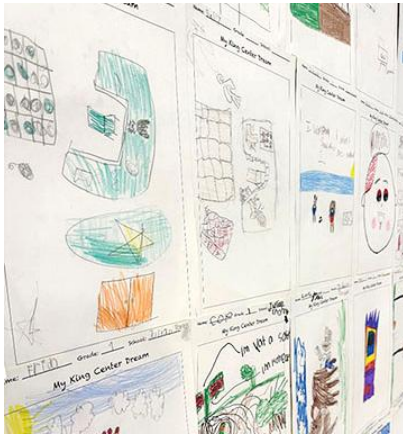


Engage community members in ALL aspects of the project

COMMUNITY ENGAGEMENT ACTIVITIES



COMMUNITY ENGAGEMENT ACTIVITIES



SENTIMENT ANALYSIS

*"The City wants to give
the community
something new and
improved."*



(Larger words indicate more frequent mentions)

*express positive sentiment
toward the new King Center
project*

*believe the new King Center
is important for them and
their families*

*regularly use the current King
Center programs/services*

KEY COMMUNITY INSIGHTS

- **History & Legacy** – Protecting the history and legacy of the current King Center and Dr. Martin Luther King Jr. was critically important to the community.
- **Inclusivity** – Participants spoke about inclusive services in terms of signage, staff and facilities specifically catered to Spanish speaking people and people with disabilities: “Have Spanish speaking employees and translators there to build connections and make the Spanish community feel welcomed in the community.”
- **Youth Programming** – Community members wanted space for children to play, do homework, music, and art, and theater for kids, activities in the winter, and daycare options.
- **Health Services** – Responses pertaining to the health-related services mentioned the need for complete services including medical, dental and mental health (in patient and out-patient), diabetes care, social-emotional learning, and conflict resolution. Specific amenities desired included a running track and exercise facility.

DR. MARTIN LUTHER KING JR. COMMUNITY CENTER

We asked:

How can Dr. Martin Luther King, Jr. be honored at the new King Center?

Le preguntamos: ¿Cómo podemos honrar al Dr. Martin Luther King, Jr. en el nuevo King Center?

YOU TOLD US...
NOS DIJO...

HISTORY WALL
MURAL HISTÓRICO

MONUMENT
MONUMENTO

BRONZE PLAQUES
PLACAS DE BRONCE

WALL AND BASKETBALL COURT MURALS
MURALES EN LAS PAREDES Y CANCHAS

PICTURES CONNECTING PAST & FUTURE
FOTOS CONECTANDO PASADO Y FUTURO

WE LISTENED...
Y LE ESCUCHAMOS...

The design will prominently feature Dr. Martin Luther King Jr. and his legacy throughout the building with elements including a legacy wall, pictures, stories and memorabilia.

El diseño promoverá la figura del Dr. Martin Luther King Jr. y su legado en diferentes partes del edificio con elementos como un mural que recuerde su legado, fotografías, historias y diferentes objetos de interés.

We asked:

What is important to include in the new King Center and the health clinic?

Le preguntamos: ¿Qué es importante incluir en el nuevo King Center y el centro de salud?

YOU TOLD US...
NOS DIJO...

NATURAL LIGHT
LUZ NATURAL

OUTDOOR MEETING SPACE
ESPACIOS DE ENCUENTRO AL AIRE LIBRE

COMMUNITY KITCHEN
COCINA COMUNITARIA

WELCOMING ENVIRONMENT
ATMÓSFERA ACOGEDORA

MORE PARKING
MÁS ESTACIONAMIENTO

BASKETBALL COURTS & ESPORTS GAME ROOM
CANCHAS DE BALONCESTO & SALA DE JUEGOS PARA ESPORTS

WE LISTENED...
Y LE ESCUCHAMOS...

Large windows through the building so every room gets daylight and views to the outdoors
Ventanas grandes para que cada sala tenga luz natural y vistas externas

Green space for events, outdoor basketball court, and a terrace with outdoor seating
Espacios verdes para eventos, cancha de baloncesto externa y terraza al aire libre

Space to foster connection, local food initiatives, and healthier living.
Espacio para promover conexión, iniciativas alimenticias locales y vida sana

Shared and separate entrances for the King Center and the health clinic
Entradas separadas y compartidas para el King Center y el centro de salud

Parking in multiple lots around the building
Estacionamiento en múltiples zonas alrededor del edificio

Larger gym with multiple basketball courts, an outdoor basketball court & esports room
Gimnasio más grande con múltiples canchas de baloncesto, una cancha de baloncesto al aire libre y una sala de juegos para esports.

WHAT WE HAVE HEARD SO FAR

LO QUE HEMOS ESCUCHADO HASTA AHORA

SESSION TOPIC III: CREATING THE BELOVED COMMUNITY



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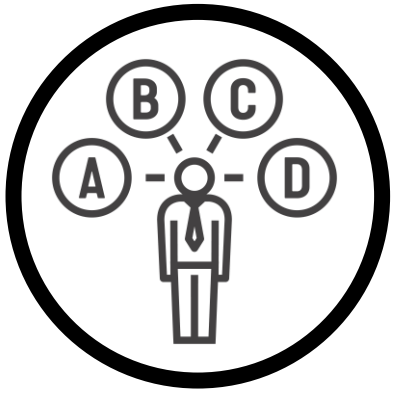
EXISTING MLK CENTER



'THERE'S NOTHING WORSE THAN A DILAPADATED BUILDING BEARING THE NAME OF DR. MARTIN LUTHER KING JR.'

GUIDING PRINCIPLES

HEALTH EQUITY FRAMEWORK



**IDENTIFY THE
PROBLEM**



**CENTER THE
STAKEHOLDER**



**PRIORITIZE SAFETY &
HEALTH EQUITY**



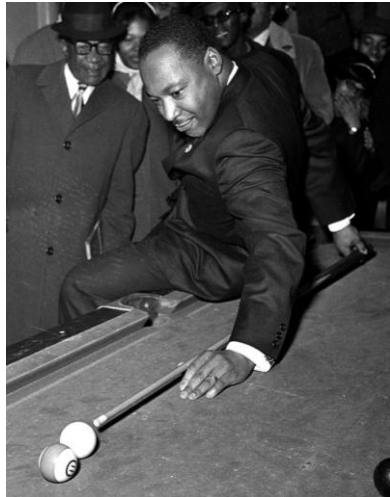
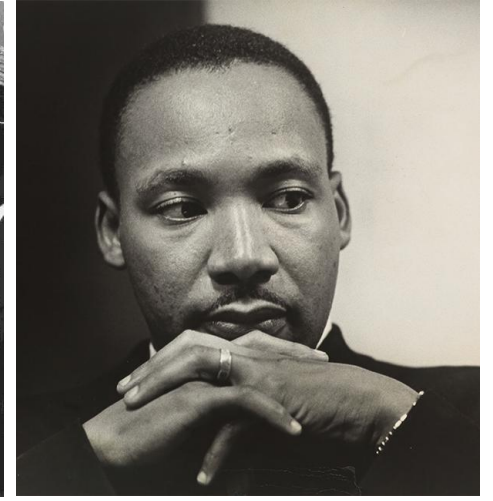
**INTEGRATING ANTI-
RACISM IN DESIGN**



**WORK
COLLABORATIVELY**

PUBLIC PRESENCE AND INTIMATE PERSON

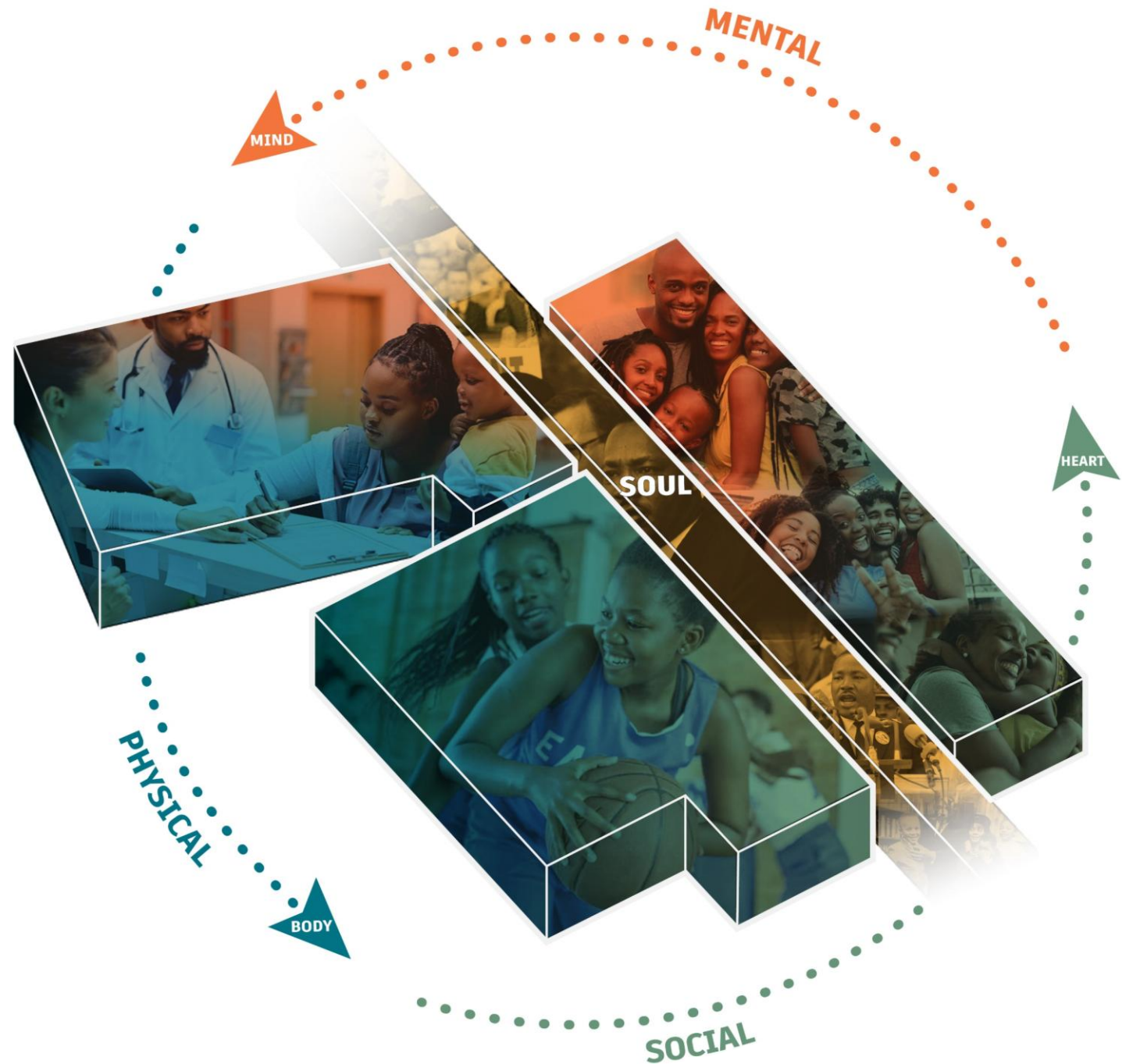
CEREMONIOUS
SOLEMN
REFINED
STATELY
DISTINGUISHED
FORMAL



COMFORTABLE
JOYFUL
RELAXED
FRIENDLY
FAMILIAR
INVITING

A HUB FOR HOLISTIC WELLBEING

ADVANCING SOCIAL JUSTICE BY REMOVING
BARRIERS TO PHYSICAL, MENTAL, AND SOCIAL
WELLBEING RESOURCES, EMBODYING DR. KING'S
VISION OF THE 'BELOVED COMMUNITY'

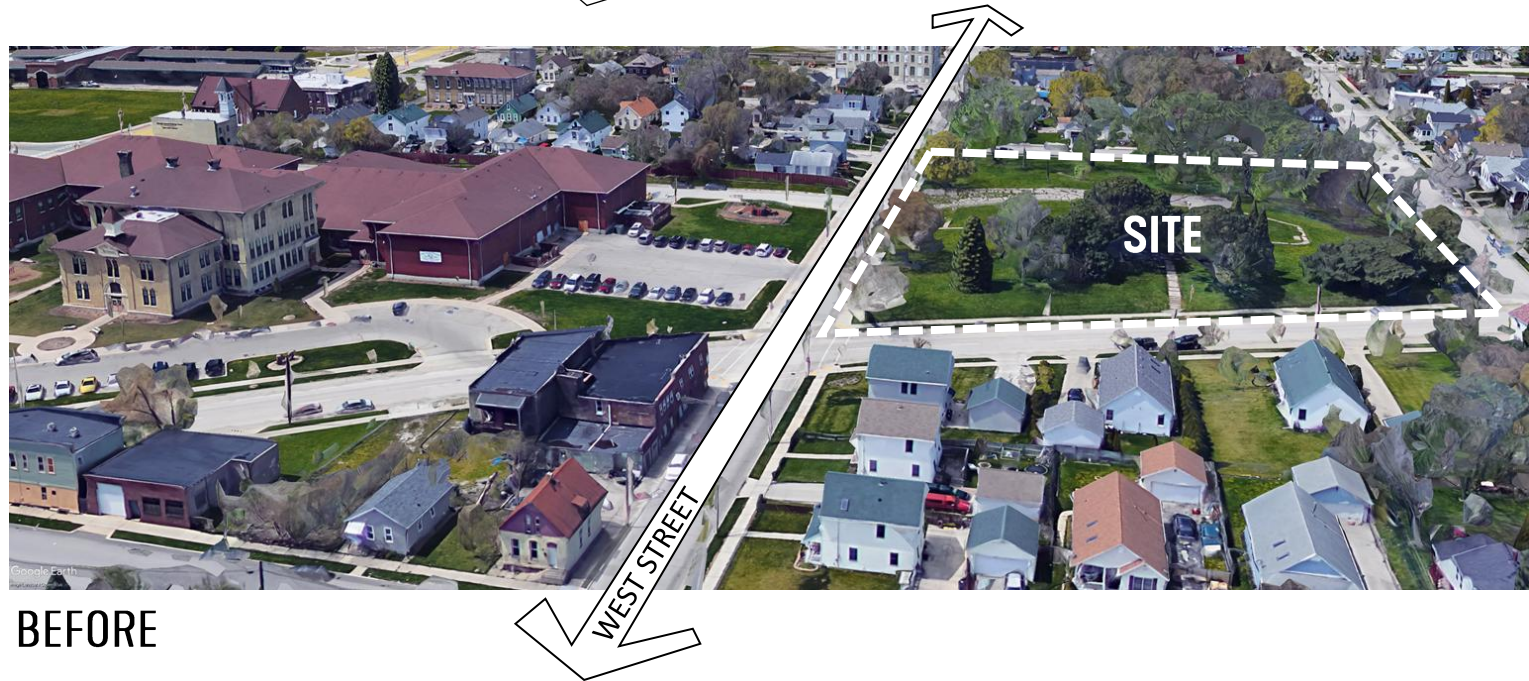


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MORE THAN A BUILDING



SITE PLAN



DR. MARTIN LUTHER
KING JR COMMUNITY
CENTER

JULIAN THOMAS
ELEMENTARY SCHOOL

DR. MARTIN LUTHER KING JR DRIVE



FLOOR PLANS

70,000 GSF

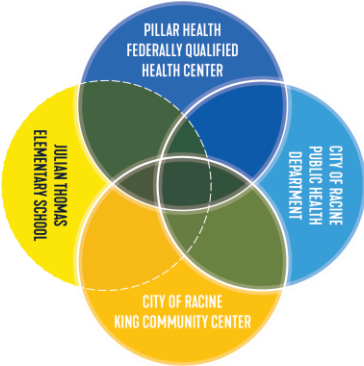
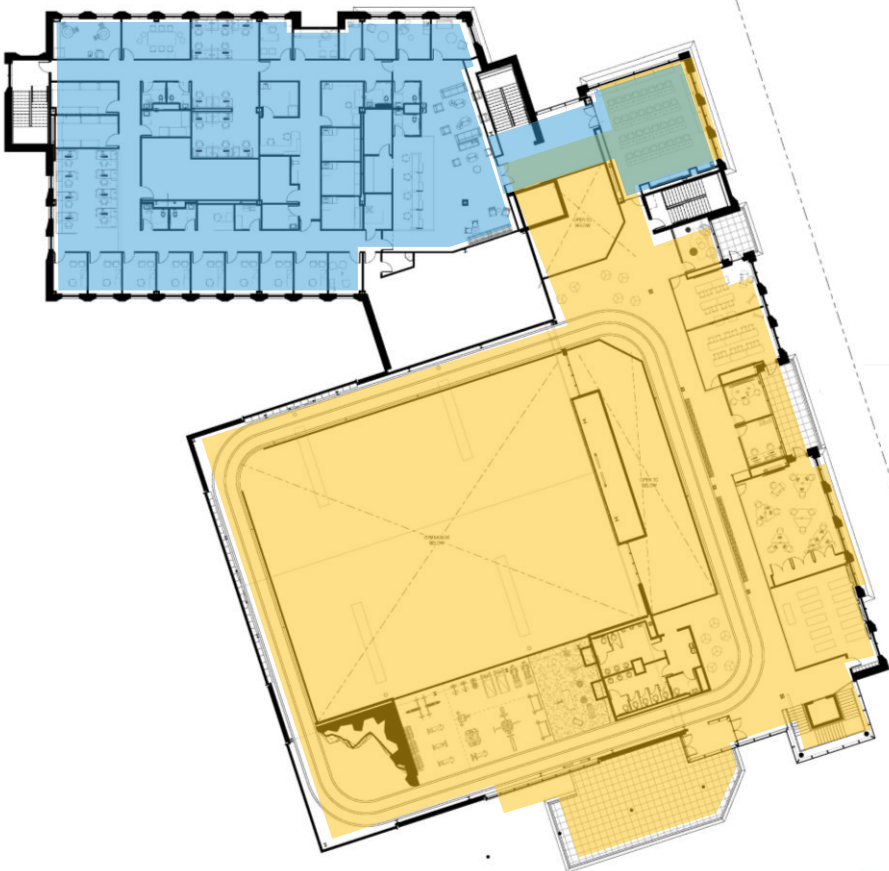
BASEMENT



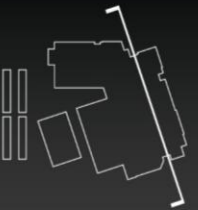
1st FLOOR



2ND FLOOR



THE “SOUL” OF THE BUILDING



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JULIAN THOMAS ELEMENTARY SCHOOL

CREAM CITY BRICK



THOMAS P HARDY HOUSE,
FRANK LLOYD WRIGHT, 1905



WINGSPREAD
FRANK LLOYD WRIGHT, 1939

SOUTH FACADE

APRIL 2023



SEPTEMBER 2026



SOUTHEAST ENTRY

APRIL 2023



SEPTEMBER 2026



RESILIENT BY DESIGN



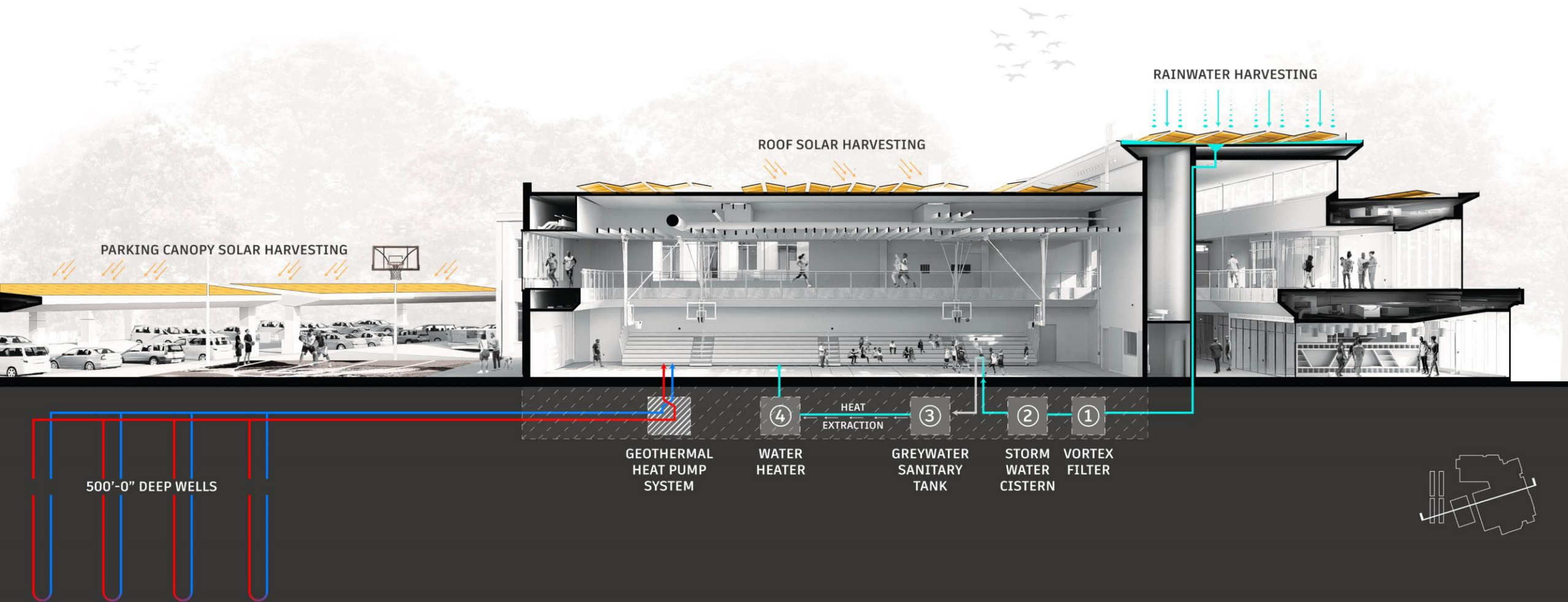
A 580-kilowatt photovoltaics on roof and parking canopies, offsetting more than 100% of the building's annual energy use.

Roof captured stormwater diverted into two 5,000-gallon cisterns.

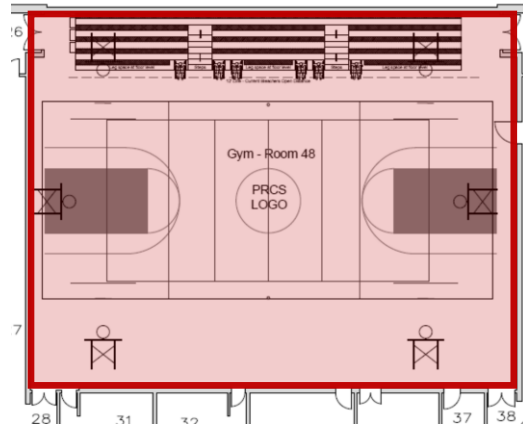
Fully electric, grid-ready and completely fossil fuel free

A geothermal heat pump system of 90 wells drilled 500 feet under the parking lot provide sustainable and energy-efficient heating and cooling for the building

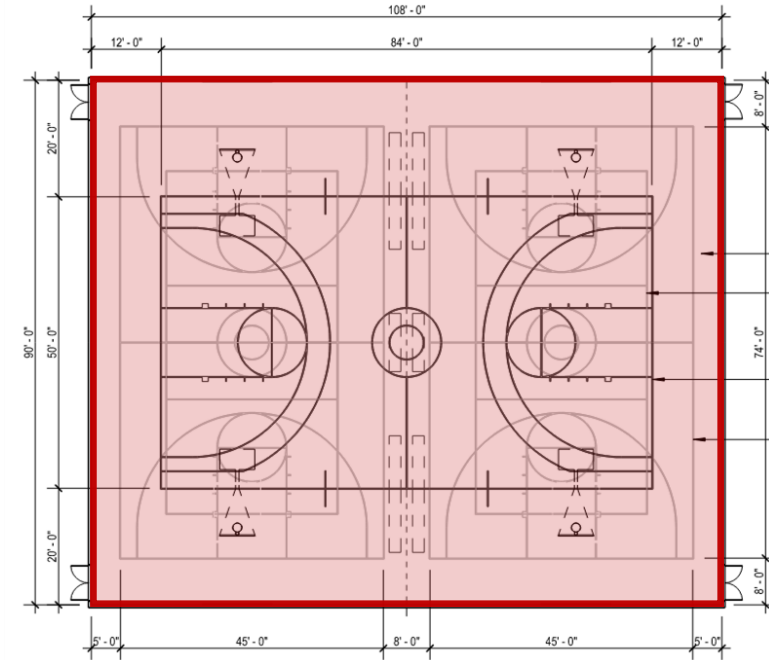
RESILIENT BY DESIGN



TODAY'S GYM & TOMORROW'S VISION

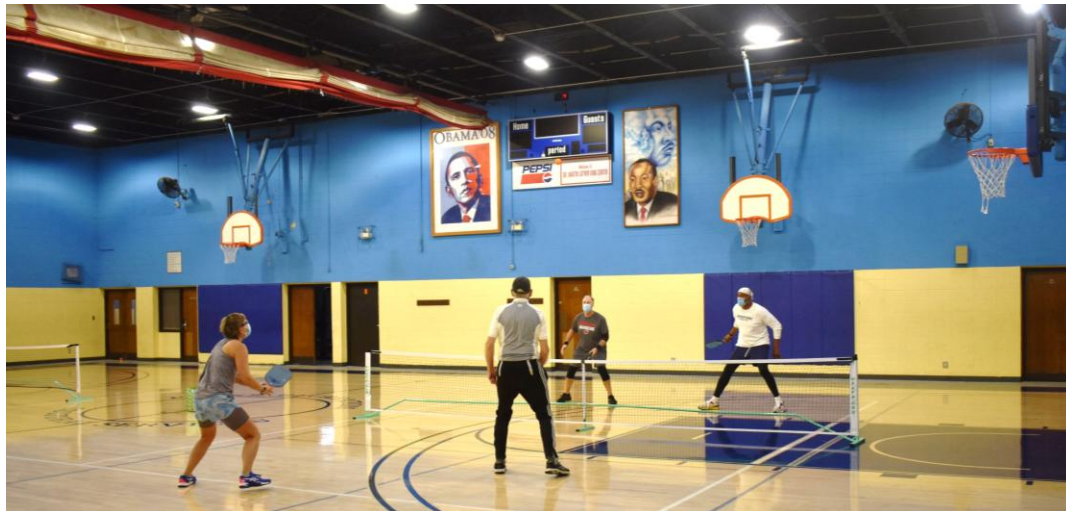


45% LARGER



EXISTING KING CENTER COURTS – 6,600 SF

PROPOSED NEW KING CENTER COURTS – 9,270 SF







COMMUNITY KITCHEN



INTEGRATED HEALTH CLINIC



E-SPORTS



KING MONUMENT WALL

NOT
MERELY
THE
ABSENCE
OF
TENSION.
IT
IS
THE
PRESENCE
OF
JUSTICE.



HEALTH IS JUSTICE

PHYSICAL + MENTAL

HEALING BY DESIGN: CREATING SPACES THAT NURTURE BODY, MIND, AND SOUL

The center welcomes all people, connects them to one another, and empowers them with vibrant resources for every aspect of their wellbeing



TRUE
PEACE
IS
NOT
MERELY
THE
ABSENCE
OF
TENSION;
IT
IS
THE
PRESENCE
OF
JUSTICE

WHEN A COMMUNITY COMES TOGETHER...



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IT TAKES A VILLAGE

CITY OF RACINE
CITY OF RACINE PARKS & RECREATION
CITY OF RACINE DR. MARTIN LUTHER KING COMMUNITY CENTER STAFF
CITY OF RACINE PUBLIC HEALTH DEPARTMENT
PILLAR HEALTH
SMITHGROUP
PAYNE CONSULTING
PEPPER CONSTRUCTION
PEPPER DEVELOPMENT
CONCORD GROUP
JULIAN THOMAS ELEMENTARY SCHOOL
RACINE WORKS

SMITHGROUP



PAYNE
CONSULTING

Q&A



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