

Downtown Racine

Root River south to 7th St., west to Marquette St., east to Lake Michigan

Primary existing retail uses:

Specialty shops, galleries, restaurants, bars

Average daily traffic:

10,000 vehicles (Main Street)

SWOT Analysis Primary Findings

Strengths

- Strong daytime population supportive of a variety of businesses.
- Civic and cultural anchors draw daily traffic and special event visitors.
- Reef Point Marina drives lakefront commerce and brings boating visitors.
- Strong commercial building stock suitable for a variety of uses.

Weaknesses

- Significant vacancies along Main and Sixth streets compromise the visitor experience.
- Brisk traffic along Main Street discourages casual stops and exploration.

Opportunities

- The new Downtown events center would be a significant boost to the Downtown economy.
- Downtown could become a regional destination for dining, entertainment, and nightlife.
- New residential units could increase Downtown population and vibrancy.

Threats

- Cancellation of the events center project would undermine current growth efforts.
- Competition from other regional marinas could siphon boaters away from Racine.
- A significant increase in traffic congestion along routes leading from I-94 could discourage visits.



Recommendations

- Encourage additional eating, drinking, and entertainment businesses to create more critical mass.
- Create better connections to Downtown for boaters, such as a free, seasonal “shopping shuttle.”
- Explore residential infill to increase “rooftops” and create vibrancy.
- Institute traffic calming measures along Main Street.

Market Supported Recruitment Targets

- Eating and drinking establishments
- Miscellaneous entertainment venues (i.e., live music, theater, etc.)
- Convenience retail
- Personal and professional services

Suggested District Positioning

A regional destination for dining, nightlife, entertainment, and cultural events.



Retail Market Summary

Attribute	Citywide	Downtown
Total Retail Inv. (SF)⁽¹⁾	9,497,266	650,747
Inv. Buildings ⁽²⁾	1,034	111
Average Building Size (SF)	9,185	5,863
Average Rent (\$/SF/Yr.)	\$7.56	\$8.47
Vacant/Available Spaces	--	57
For Lease	--	18
For Sale	--	6
For Lease or Sale	--	4
Other Vacant	--	24
Storage	--	5

⁽¹⁾Does not include non-retail uses such as office or industrial.

⁽²⁾Many buildings contain multiple spaces.