

# Uptown Racine

10<sup>th</sup> St. south to 16<sup>th</sup> St.; Phillips Ave. east to Racine Ave.

## Primary existing retail uses:

Service and convenience; destination anchor

## Average daily traffic:

13,500 vehicles (Washington & Junction avenues)

## SWOT Analysis Primary Findings

### Strengths

- A significant concentration of employment surrounds the district.
- High traffic volumes along Washington Avenue are supportive of neighborhood retail.
- Anchor destination help to provide stability (e.g., Racine Merchandise Mart, The Corner House, Schmitt Music).

### Weaknesses

- Significant commercial vacancies along Washington Avenue compromise the visitor experience and discourage walking.
- Brisk traffic along Main Street discourages casual stops and exploration.
- Much of the existing commercial building stock is in poor shape.

### Opportunities

- Surrounding employment could support district businesses.
- The Racine Arts & Business Center could provide synergy for new, innovative businesses.
- Many of the district’s affordable commercial and industrial buildings are potentially suited to new entrepreneurial efforts – particularly for non-traditional retail and makers condition.

### Threats

- The loss of one or more anchor businesses could cascade into more business closures.
- Further deterioration of the district is possible without ongoing support from the City and other entities.

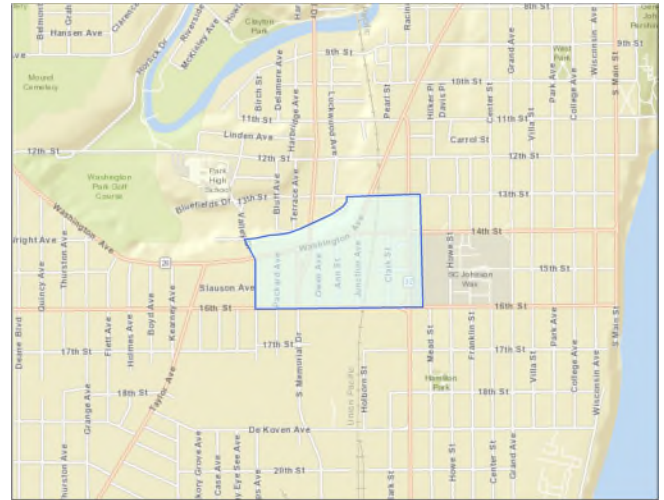
## Current Retail Market Summary

Attribute	Citywide	Uptown
<b>Total Retail Inv. (SF)<sup>(1)</sup></b>	<b>9,497,266</b>	<b>408,194</b>
Inv. Buildings <sup>(2)</sup>	1,034	79
Average Building Size (SF)	9,185	5,167
Average Rent (\$/SF/Yr.)	\$7.56	\$6.33
<b>Vacant/Available Spaces</b>	<b>--</b>	<b>27</b>
For Lease	--	4
For Sale	--	4
For Lease or Sale	--	0
Other Vacant	--	18
Storage	--	1

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

<sup>(2)</sup> Many buildings contain multiple spaces.

Source: CoStar & Residential Planning Partners, LLC



## Recommendations

- Build on Racine’s history of innovation and stock of affordable buildings and commercial spaces to create an “Uptown Entrepreneurial Zone.”
- Create a marketing campaign that focuses on entrepreneurial opportunity in Uptown Racine.
- Focus outreach efforts on startups and expanding businesses that require affordable production/makers space.
- Create a program like Detroit’s “Motor City Match,” to connect businesses with real estate opportunities, funding, and other tools.
- Institute traffic calming measures and continue streetscape improvements along Washington Ave.

## Market Supported Recruitment Targets

- Non-traditional retailers that are not foot traffic-dependent.
- Craft and/or boutique manufacturing businesses that require both showroom and makers space.

## Suggested District Positioning

*The heart of entrepreneurial opportunity in Racine.*

