Uptown Racine

10th St. south to 16th 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.

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.

Current Retail Market Summary

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Citywide</th>
<th>Uptown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Inv. (SF)</td>
<td>9,497,266</td>
<td>408,194</td>
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<tr>
<td>Inv. Buildings</td>
<td>1,034</td>
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<tr>
<td>Average Building Size (SF)</td>
<td>9,185</td>
<td>5,167</td>
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<tr>
<td>Average Rent ($/SF/Yr.)</td>
<td>$7.56</td>
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<td>Vacant/Available Spaces</td>
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<tr>
<td>Storage</td>
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</tbody>
</table>

(1) Does not include non-retail uses such as office or industrial.
(2) Many buildings contain multiple spaces.

Source: CoStar & Residential Planning Partners, LLC