

# West Racine

Linderman Ave. to 13<sup>th</sup> St.; Blaine Ave. to West Blvd.

## Primary existing retail uses:

Specialty retail and food, healthcare

## Average daily traffic:

14,000 vehicles (Washington Avenue)

## SWOT Analysis Primary Findings

### Strengths

- The district has good connectivity to stable neighborhoods to the north and west.
- High traffic volumes and visibility along Washington Avenue are supportive of neighborhood retail.
- Signature businesses provide stability and support the district “brand.”

### Weaknesses

- Several vacancies leave prominent gaps in the retail streetscape.
- Traffic speeds along Washington Avenue are detrimental to an otherwise walkable, pedestrian-oriented environment.
- The DaVita Dialysis Center encompasses an entire block while adding little to the district’s traditional retail environment.

### Opportunities

- Proximity to Green Bay Road retail concentrations could help draw regional traffic to the district.
- New dining and specialty food uses could build on district strengths.
- The district could leverage its Danish heritage with complimentary food, craft, or other stores featuring Danish and Scandinavian items.

### Threats

- New uses that are incompatible with the district’s retail character could damage its appeal.

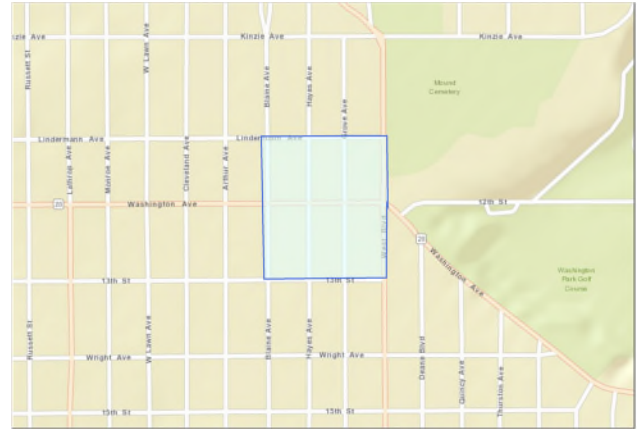
## Retail Market Summary

Attribute	Citywide	W. Racine
<b>Total Retail Inv. (SF)<sup>(1)</sup></b>	<b>9,497,266</b>	<b>127,213</b>
Inv. Buildings <sup>(2)</sup>	1,034	28
Average Building Size (SF)	9,185	4,543
Average Rent (\$/SF/Yr.)	\$7.56	\$8.76
<b>Vacant/Available Spaces</b>	<b>--</b>	<b>7</b>
For Lease	--	1
For Sale	--	1
For Lease or Sale	--	1
Other Vacant	--	4
Storage	--	0

<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

- Strengthen the district’s identity as a traditional neighborhood shopping district.
- Encourage new dining and specialty food options.
- Create a marketing campaign to promote the unique character and accessibility of the district to the wider region.
- Reinforce neighborhood connections to the district.
- Institute traffic calming measures and continue streetscape improvements along Washington Ave.

## Market Supported Recruitment Targets

- Restaurants – particularly a neighborhood-serving café.
- Specialty food stores.
- Other specialty retail compatible with the district’s recommended positioning.

## Suggested District Positioning

*A traditional neighborhood shopping district offering a unique experience.*

