West Racine

Linderman Ave. to 13th 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.

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.

Retail Market Summary

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Citywide</th>
<th>W. Racine</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Retail Inv. (SF)</td>
<td>9,497,266</td>
<td>127,213</td>
</tr>
<tr>
<td>Inv. Buildings</td>
<td>1,034</td>
<td>28</td>
</tr>
<tr>
<td>Average Building Size (SF)</td>
<td>9,185</td>
<td>4,543</td>
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<tr>
<td>Average Rent ($/SF/Yr.)</td>
<td>$7.56</td>
<td>$8.76</td>
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<tr>
<td>Vacant/Available Spaces</td>
<td>--</td>
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<tr>
<td>For Lease</td>
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<td>1</td>
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<td>For Sale</td>
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<tr>
<td>For Lease or Sale</td>
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<tr>
<td>Other Vacant</td>
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<td>4</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