

Historic Douglas Avenue

Douglas Ave. from Hamilton St. to Goold St.

Primary existing retail uses:

Restaurants, salons, auto maintenance and repair, other services

Average daily traffic:

8,600 vehicles

SWOT Analysis Primary Findings

Strengths

- The district benefits from its location directly north of Downtown.
- Douglas Avenue is a primary north/south corridor with traffic volumes supportive of neighborhood retail.
- A corridor improvement plan for Douglas Avenue is in place.

Weaknesses

- Relatively low income levels and high housing vacancies dampen support for neighborhood-serving retail in surrounding neighborhoods.
- Commercial vacancies are high, and some buildings have been converted to storage or residential use.
- Building stock disrepair, narrow sidewalks, and high traffic speeds create an uncomfortable pedestrian experience.

Opportunities

- The district's history and heritage offer the opportunity to create a unique shopping and dining destination.
- Community entrepreneurs could represent an important force for district revitalization.
- Available and affordable commercial space could help support entrepreneurial efforts.

Threats

- Absent significant efforts to reclaim the district's commercial environment, further deterioration is likely to occur.

Retail Market Summary

Attribute	Citywide	Douglas
Total Retail Inv. (SF) ⁽¹⁾	9,497,266	271,369
Inv. Buildings ⁽²⁾	1,034	59
Average Building Size (SF)	9,185	4,599
Average Rent (\$/SF/Yr.)	\$7.56	\$3.97
Vacant/Available Spaces	--	14⁽³⁾
For Lease	--	0
For Sale	--	2
For Lease or Sale	--	0
Other Vacant	--	10
Storage	--	2

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

⁽²⁾Many buildings contain multiple spaces.

⁽³⁾Does not include a number of spaces that appear to have been converted to residential or other use.

Source: CoStar & Residential Planning Partners, LLC



Recommendations

- Continue to encourage the development of the district as one that celebrates its history and heritage.
- Create a business acceleration program for the district, led by someone tapped into the neighborhood, to foster community entrepreneurship.
- Enhance the pedestrian environment through continued beautification, streetscape improvement, and traffic calming efforts.
- Stabilize and reconvert underutilized buildings and/or incompatible uses back to retail use as market conditions allow.

Market Supported Recruitment Targets

- Dining establishments and specialty shops operated by community-based businesspeople.
- Small, neighborhood-based personal service establishments.

Suggested District Positioning

A prized commercial destination that actively celebrates its history and heritage.

