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.

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 entrepreneurialism.
- 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.

Retail Market Summary

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

(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