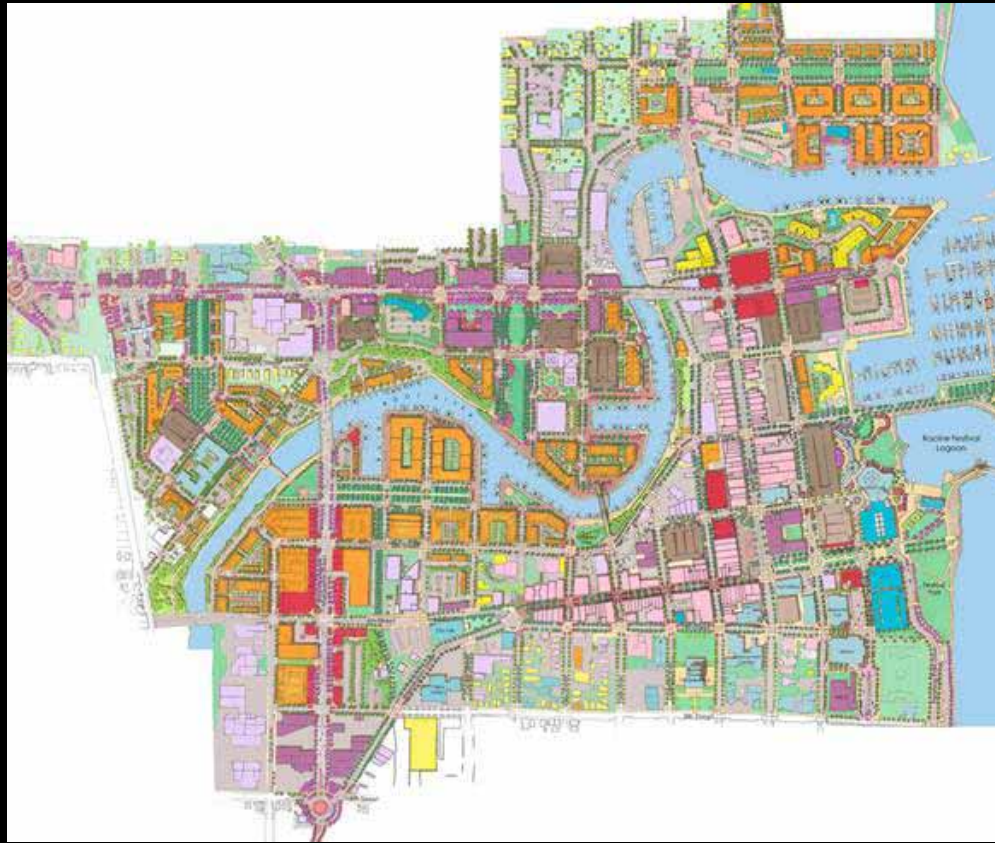




**Downtown Retail
Recapture, Rebuild, Rejoice**
October 8, 2006

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Downtown Revitalization Plan, Racine, Wisconsin

2001 National Honor Award for Regional & Urban Design: American Institute of Architects
2000 Special Achievement Award: International Downtown Association



Downtown Master Plan, Whitefish, Montana

Retail Recipe for Success

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Fundamental Retail Main Street Requirements

The Right Retail Configuration




- 1) Ground floor retail on both sides of the street
- 2) Major retail development anchoring beginning and end of street
- 3) Street length approximately 1/4 mile – 5 minute walk

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Fundamental Retail Main Street Requirements

Attractive Retail Presentation

1) Side by side retail uses with no interruptions (no banks, office, parking, hotel, residential or loading docks at street level)

	 Good	 Fair	 Poor
2) Storefront Condition	Good	Fair	Poor
▪ Street Wall Opening	over 75%	74% - 49%	49% - 0%
▪ Street Entrance	yes		no
▪ Street Wall Glazing	clear	tinted	opaque
▪ First Floor Build Setback	0	1' - 10'	11' plus

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Fundamental Retail Main Street Requirements

High Quality Pedestrian Environment

1) Landscaping, Street Furniture & Artwork

			
2) Other Considerations	Good	Fair	Poor
▪ Sidewalk Width	12'-15'	10'-11'/over 15'	less than 9'
▪ Curb Radius	less than 15'	15'-25'	over 25'
▪ Curb Extensions	All Corners	Some Corners	None
▪ Crosswalk Distance	less than 30'	31'-50'	over 50'
▪ On-Street Parking	Continuous	Some	None

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Fundamental Retail Main Street Requirements

Shopper Friendly Parking

- 1) Adequate supply – 3 to 5 per 1000 SF
- 2) On-street Parking – Continuous
- 3) Parking Structures
 - Located next to retail
 - Provides **auto circulation designed for “Grandma”**
 - Active uses at the ground floor
 - Ground floor corners reserved for active uses
 - Facades compatible with adjacent uses
 - Durable materials and design details
 - Well maintained
 - Well lighted
 - A safe ambiance

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Fundamental Retail Main Street Requirements

Convenient Auto Access

- 1) On a busy street – 8,000/20,000 cars/day

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