

### **Most great retail streets share fundamental characteristics.**

#### **The right retail configuration**

- A quarter-mile maximum street length — a five-minute walk
- Continuous, uninterrupted retail storefronts and restaurants on both sides of the street
- Large destination uses such as grocery stores or cinemas anchoring both ends of the street
- Visual and direct pedestrian connections to a public plaza and to adjacent streets with amenities such as libraries, open space and cultural facilities

#### **An attractive storefront presentation**

- Highly-transparent storefronts that engage the sidewalk
- Low window sills — no higher than knee level
- Well-maintained storefronts and displays
- Modest signs
- Well-lighted displays to encourage after-hours window shopping
- Exclusion of non-retail, street-level uses like banks, offices and housing

#### **A high-quality pedestrian environment**

- Generous sidewalks with places to sit, rest and people-watch
- Safe, pedestrian-friendly crosswalks
- Attractive landscaping
- Weather protection — awnings
- Fun things for kids — water features and public art
- Bright nighttime lighting with a festive sparkle
- Other amenities — easy-to-read directories and public restrooms

#### **Shopper-friendly parking**

Successful retail requires parking in close proximity to retail shops, including:

- Parallel on-street parking
- Off-street parking in lots that do not obstruct the continuous retail flow
- Off-street “grandma-friendly” parking structures — no more than one-half block from the retail street

#### **Convenient automobile access**

In the 1970s and 1980s, many retail streets were modified or closed to automobile traffic to create pedestrian malls. Most conversions accelerated the failure of downtown retail and many have been reopened to allow automobile access.

A desirable retail street configuration has:

- At least 5,000 cars driving by every day
- No more than two lanes of traffic — to minimize pedestrian crossing distances
- Limited left turn lanes — to maintain the two-lane pedestrian crosswalk distance
- Truck loading zones and bus stops located on cross streets — to preserve on-street parking in front of shops

### **Successful retail revitalization programs require that all fundamental characteristics be addressed in detail.**

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### **Evaluate Your Retail Street**