

Retail Revitalization Strategy

The retail revitalization strategy includes implementation actions designed to accelerate the revitalization of downtown Racine based on market analysis findings and design concepts. The strategy is detailed in the report entitled *Downtown Racine Retail and Entertainment Strategy*, prepared by Economics Research Associates.

The document includes:

- Conditions affecting retail success.
- Strategies for recruitment of retail anchor tenants.
- Strategies for recruitment of smaller storefront tenants.
- Tactical approaches to retail implementation.

The report notes that “One of Downtown Racine’s strengths is the number of local retailers,” and that “these businesses should be nurtured rather than displaced by chain stores that can be found anywhere in the country.”

Recommended actions include recruiting more restaurants, specialty shops and galleries as well as everyday neighborhood businesses such as a stationery store and laundromat. Downtown is expected to be able to support approximately 180,000 SF of new retail space by 2025.

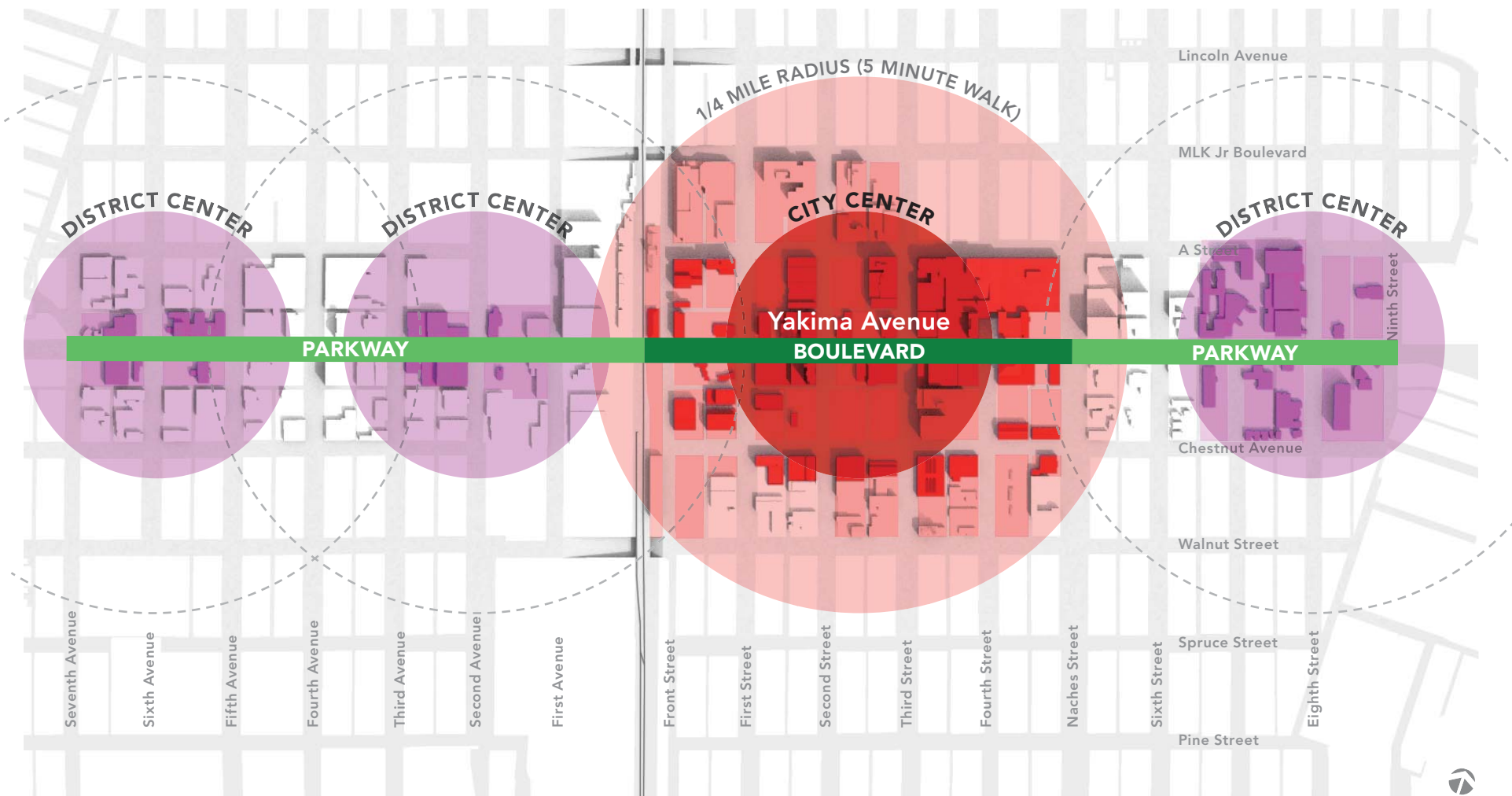
Key development projects identified include a new parking ramp at 5th Street and Wisconsin Avenue to serve retail in the downtown retail core, as well as a new “five- to six-screen specialty cinema theater.”

Creation of an organization offering development incentives is also suggested; its funding would be through philanthropic support, to catalyze private development in downtown through such means as revolving loans at lower-than-market rates and matching funds for downtown projects.



Main Street - Primary Retail Street

FUNDAMENTAL CONCEPT



C. THE ENVISIONED FUTURE DOWNTOWN

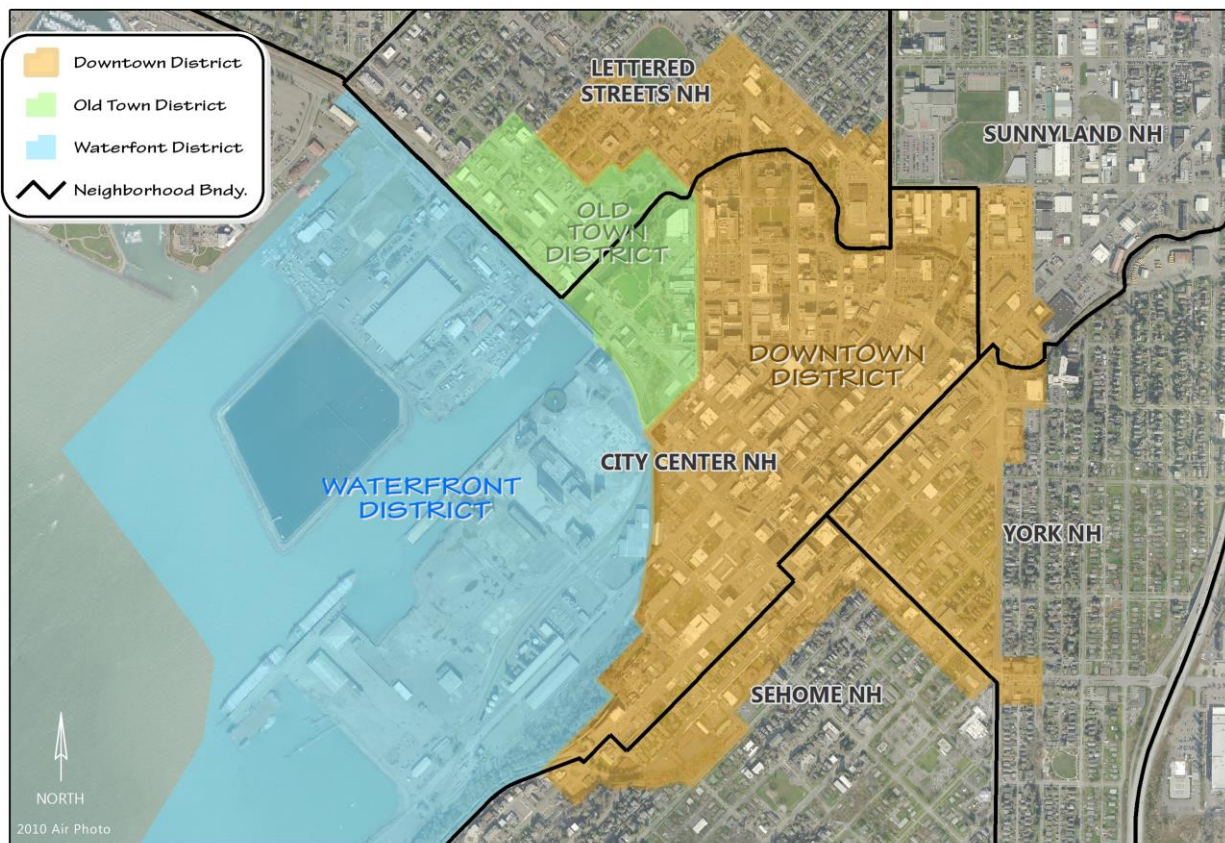
This section provides an overview of the desired physical outcomes intended to result from implementing the combined regulations and planned public actions contained in this Plan.

The Downtown Subarea is composed of a multitude of privately held properties and miles of public rights-of-way under public ownership. The overarching purpose of the Downtown Plan is to orchestrate investment in changes made to this multiplicity of properties to produce greater value than any separate development could achieve, by providing a common purpose that all investors can rely upon, contribute to, and derive value from. This section describes the common purpose to which all investments shall be directed: a vision of the future that is sufficiently specific to provide a common purpose, yet broad enough to respond to opportunities and to the changes in the marketplace that will inevitably arise.

Note: The specific outcomes described and illustrated in this section are not part of the formal regulating code, and new development proposals will not be required to mimic the specific designs presented in the illustrations.



FIG. 1.1 A VISION OF POTENTIAL FUTURE DEVELOPMENT IN DOWNTOWN BOTHELL SHOWING ONE SCENARIO FOCUSING ON REDEVELOPMENT IN THE CORE AREA



Downtown – Part of the “City Center Neighborhood”

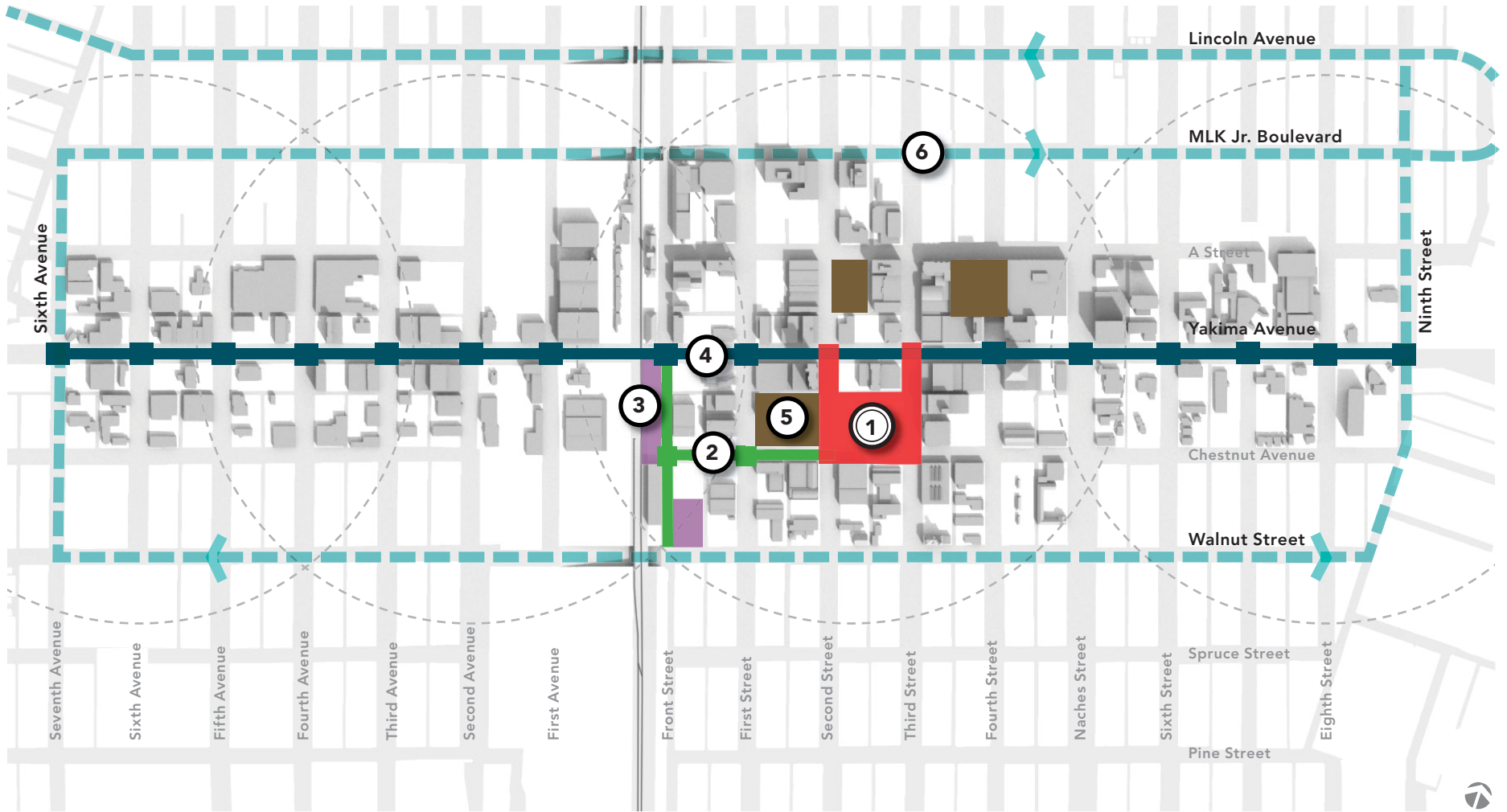
Downtown, along with portions of the Old Town and Waterfront Districts, comprise the City Center Neighborhood. The City Center Neighborhood Plan unites the three districts under a common planning umbrella, while the goals, policies, and regulations for each are contained within the plans and development codes for each individual area.

A Decade of Downtown Accomplishments

Since adoption of the *City Center Master Plan* in 2002, considerable progress has been made on many of the community-identified goals for Downtown:

- **People want to live Downtown.** One of the most dramatic changes in Downtown Bellingham’s recent history has been its emergence as an urban residential neighborhood. More residents Downtown create a stronger sense of community and a larger pool of customers supporting Downtown business;
- **Habitat in the Whatcom Creek corridor has been restored** through cleanup efforts in Maritime Heritage Park and replacement of non-native with native species, and the creek corridor and trail system have become a natural urban sanctuary;

GAME-CHANGER & ESSENTIAL PROJECTS



Game-Changer Project

- 1 Yakima Plaza

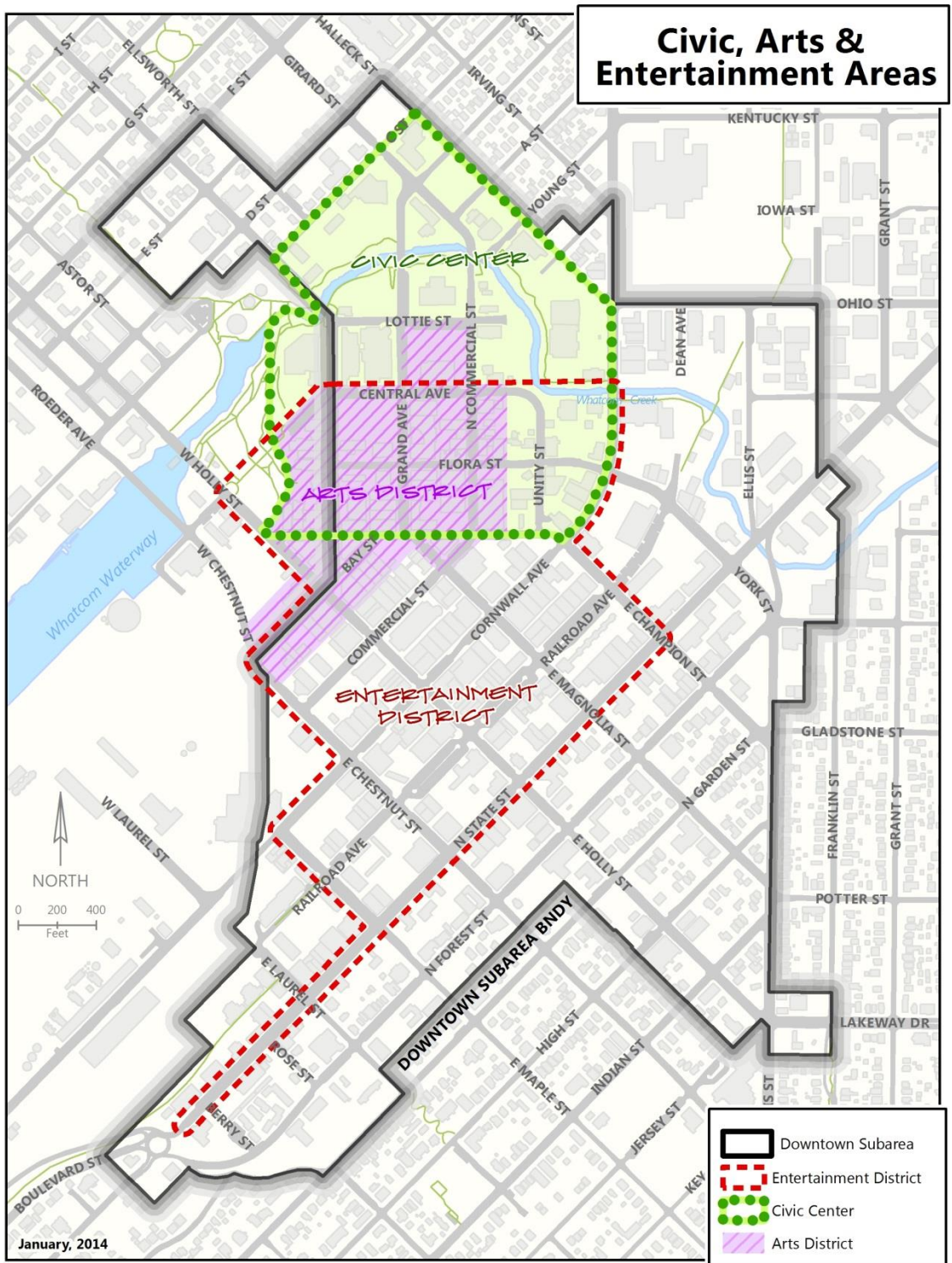
Essential Projects

- 2 Retail Main Street (Front & Chestnut Streets)
- 3 Public Market (Mercado)
- 4 Yakima Avenue
- 5 Downtown Parking Strategy
- 6 Diversion Study
- 7 Policy Updates
- 8 Zoning Ordinance Update
- 9 Design Guidelines
- 10 Downtown Street Standards

CITY CENTER CONCEPT



- New Development
- A Yakima Plaza
- C Public Market
- Parking
- B Retail Parking Structure
- D 'Chestnut Main Street'



3. THE DOWNTOWN NEIGHBORHOOD DISTRICT

The Downtown Neighborhood District completes the part of the subarea that most people will primarily identify as “Downtown.” Figure 1.20 shows the boundaries of the Downtown Neighborhood District. Overall, downtown is distinguished from its surroundings by its urban character – by the obvious difference in development intensity. This is visible in the form of downtown buildings built significantly closer together, closer to the sidewalk, and with a greater mixture of uses. The Downtown Neighborhood shares all of these distinguishing physical characteristics with the Downtown Core, with two key differences. First, buildings in the Downtown Neighborhood will more typically (but not exclusively) be single-use. Rather than featuring ground level retail or restaurant uses at all frontages, the urban housing and offices in Downtown Neighborhood buildings will more often extend to the ground level. Second, the Downtown Neighborhood provides a transition between the Downtown Core and the characteristically less urban and more residential uses beyond in Downtown Transition districts. In another type of transition, the Downtown Neighborhood mediates in some instances between the Downtown Core and Downtown Corridor districts. Finally, the Downtown Neighborhood also creates a transition between the Downtown Core and the Riverfront Overlay and Park at Bothell Landing areas.

For those who would like to live or work in the center of the City, but who prefer not to do so directly “above the store,” the Downtown Neighborhood will provide a comfortable and attractive neighborhood for both living and working. It will offer a wide range of urban housing types not easily found elsewhere in town. Regulations governing the Downtown Neighborhood will result in artfully composed urban buildings built close to the sidewalk, and featuring richly articulated windows and doorways, building forecourts, terraced urban gardens, front stoops and bay windows. Enforcing design standards that ensure Downtown Neighborhood blocks will be composed of similar building types will allow a combination of uses – homes, offices, lodging – that contribute to the convivial character of the district. Guidelines will also shape new buildings to relate in scale to existing buildings within and next to the district. And of course, everyone in the Downtown Neighborhood will be just a few minutes’ walk from shops, restaurants, cafes, and various nightlife amenities of the Downtown Core, as well as improved transit facilities.

Figure 1.21 is a “bird’s-eye” illustration of a pattern of potential build-out of the Downtown Neighborhood west of the SR 527. Figure 1.22 is an illustration of how new buildings could relate in scale to existing buildings within the Downtown Neighborhood east of SR 527. Figures 1.23 through 1.27 show the intended character of streets and buildings in the Downtown Neighborhood. Figure 1.28 illustrates the character of architecture and streets within the Downtown Neighborhood District west of SR 527, showing the potential connection to Pop Keeney Stadium from the curve linking 98th Avenue NE to NE 185th Street.

See District Requirements in 12.64.102 and other Development Regulations in 12.64 for regulations governing design and development in this District.

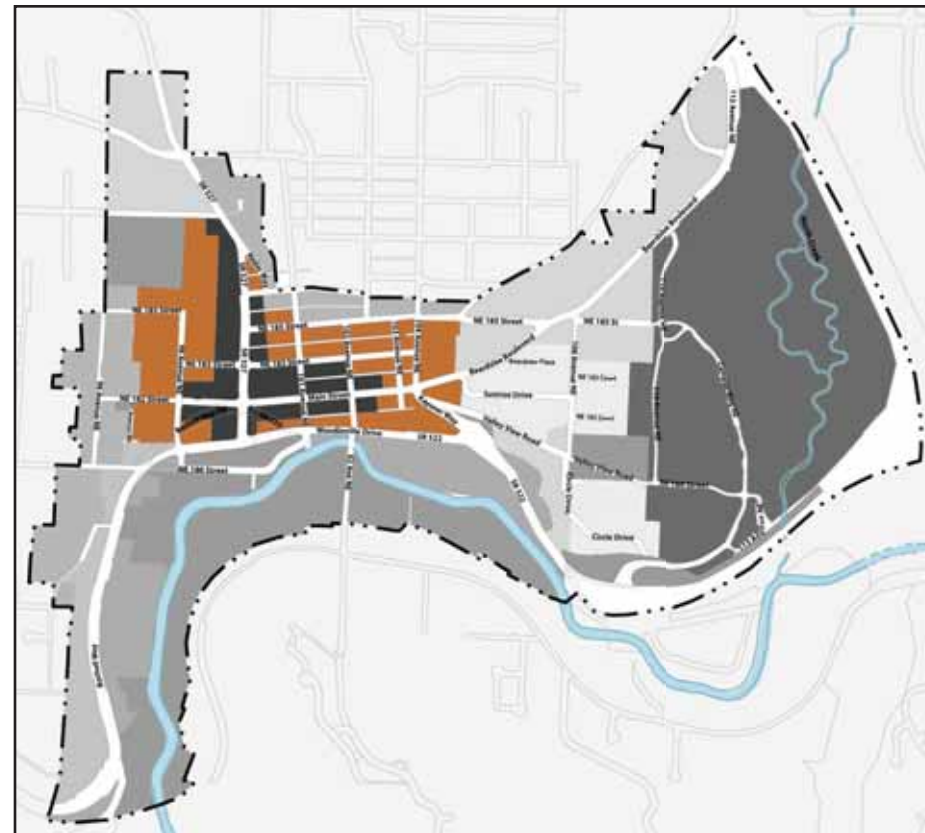


FIG. 1.20 DOWNTOWN NEIGHBORHOOD DISTRICT ZONE



FIG. 1.21 BIRD'S-EYE VIEW - WEST

Downtown Neighborhood area west of SR 527



FIG. 1.22 BIRD'S-EYE VIEW - EAST

Downtown Neighborhood area east of SR 527



FIG. 1.23 AND 1.24 PEDESTRIAN ENVIRONMENT

While still urban, sidewalk environments in the Downtown Neighborhood District Zone may include a planting strip with street trees and a narrow landscaped setback.



FIG. 1.25 AND 1.26 HOUSING TYPES

The Downtown Neighborhood will feature a variety of urban housing types with downtown services and amenities a few steps away.



FIG. 1.27 RESIDENTIAL CHARACTER

Residential Buildings in the Downtown Neighborhood Zone will be built close to the sidewalk.

d) Improve Main Street

Main Street remains and is projected to continue as the historic heart of Bothell. All priority short-term catalyst projects are designed to capitalize on immediate opportunities while supporting Main Street businesses. Furthermore, many traffic and transit improvements will keep Main Street fully integrated with surrounding roads and development as downtown grows. Specific Main Street improvements include:

1) Main Street Extension:

The Crossroads project described above will allow the extension of Main Street to the west across Bothell Way, linking it to the library and new development on the Northshore School District site. The Main Street extension may be planned in conjunction with the Main Street enhancements project below.



FIG. 2.15 BIRD'S-EYE PERSPECTIVE RENDERING OF ENVISIONED MAIN STREET AREA



FIG. 2.16 ILLUSTRATIVE PLAN VIEW OF MAIN STREET AND ITS EXISTING AND NEW INFILL FRONTAGE DEVELOPMENT ON BOTH SIDES OF SR 527

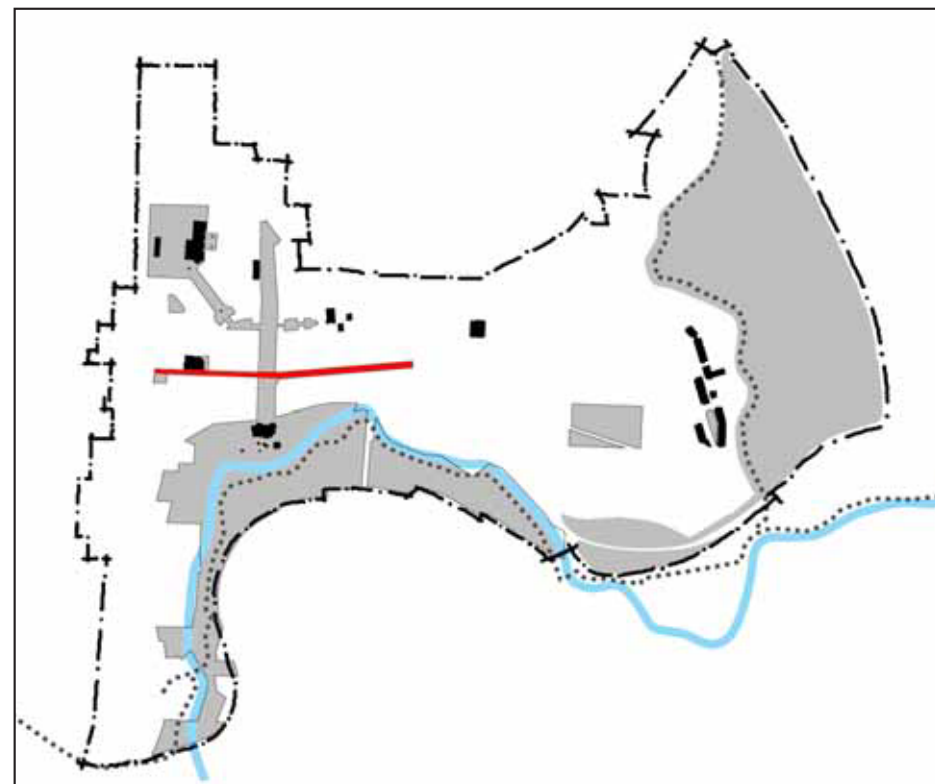


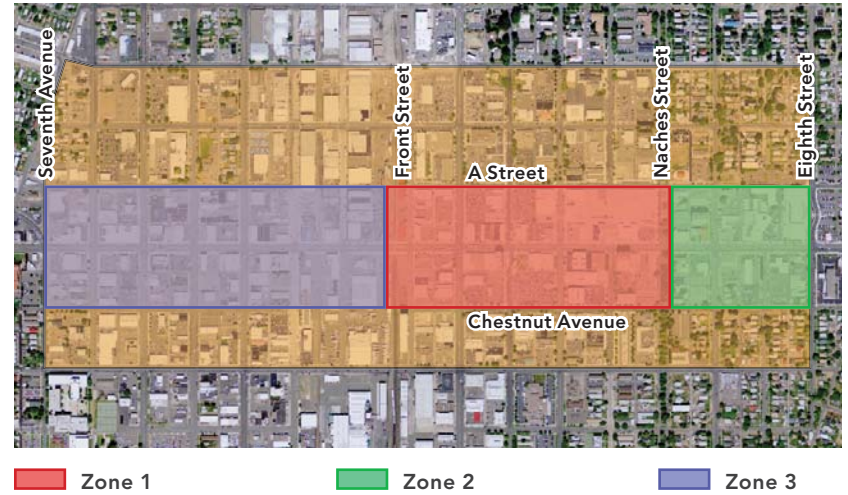
FIG. 2.14 NETWORK OF PUBLIC PLACES - KEY MAP
Main Street Improvements



FIG. 2.17 BUSES CURRENTLY OPERATE ON MAIN STREET PROVIDING ESSENTIAL SERVICE TO DOWNTOWN BOTHELL
View east on existing Main Street as seen from 101st Avenue NE in 2006.

The Retail Strategy for Downtown Yakima should be guided by a retail zoning framework that identifies three specific retail zones within the Downtown, each with different retail characteristics and priorities, as follows:

- **Zone 1**– should be positioned as a lifestyle zone, and encourage activity generating uses and retail that fosters a vibrant atmosphere. Retail focus should be on food and beverage, local products/retail businesses, convenience and entertainment and leisure.
- **Zone 2**– is intended for retail uses that support tourist retail needs, with a focus on food and beverage, convenience and comparison shopping, culture and arts.
- **Zone 3**– is a less vibrant area intended for general retail needs that serve the Yakima population, such as housewares, interiors, furniture, lighting, electronics, DIY, grocery and other comparison goods.



ACTION	MONTHS TO COMPLETE	PRIMARY RESPONSIBILITY
1) Set up a Retail Task Force	3	City & Council
2) Draft retail related zoning and design guidelines	3	City Planning Department
3) Establish policies and criteria that provide a framework for retail incentives	3	City Planning Department
4) Establish short-term and discounted leases for vacant or underutilized municipal property to encourage retail growth in the Downtown. (City should lead by example and encourage private developers/landlords to do similar)	Ongoing once policies are in place	City & Council
5) Develop a marketing strategy	3	City
6) City officials attend retail conferences or trade shows such as the annual Retail Convention (RECON) in Las Vegas	Ongoing	City & Council
7) Identify potential sponsors/sponsorship opportunities for catalyst projects (eg. expansion of Millennium Plaza park)	6	City