

dc vibrant retail streets toolkit

**DC Vibrant Retail Streets Toolkit
Neighborhood Technical Assistance Program
Pre-Application Conference
April 18, 2013**

Toolkit overview

- Background
- Data collection and process
- Vibrancy steps and how it works

RFQ – neighborhood technical assistance program

- Benefits of participation
- Application requirements and timeline

Questions and Contact Information

DC Vibrant Retail Streets Toolkit Overview

Toolkit is designed to take advantage of—

- Retail at the core of neighborhoods
- Private and public initiatives and investments in DC's commercial corridors
- Renewed interest in urban markets by retailers
- DC's growing population who are choosing the city's increasing number of walkable, bikeable, transit-rich neighborhoods to shop and access services



DC Vibrant Retail Streets Toolkit Overview

Toolkit offers -

- Customizable toolbox of programs and implementation steps to improve retail streets, including –
 - Areas with retail mix issues
 - Food-entertainment heavy districts, and areas seeking a balance between ‘destination’ and neighborhood serving uses
- Direction and next steps for retail streets that have not yet reached their full potential, as well as those that are struggling after a period of stability



DC Vibrant Retail Streets – Neighborhood Program Overview

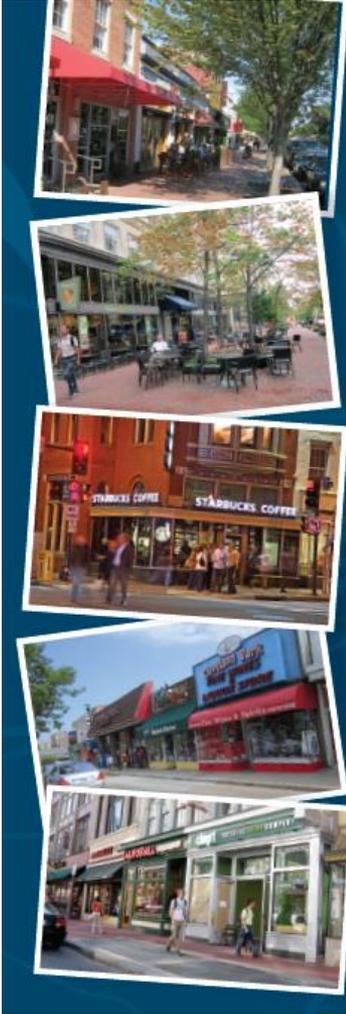
- **Neighborhood Participation and Technical Assistance**
 - Opportunity to learn about and implement the Toolkit with the assistance of OP's consultant, Streetsense.
 - Teaming is encouraged (e.g. merchants association, a community group or civic association, property owners)



Neighborhood Participation and Technical Assistance (workshop details)

- Customized workshops to help selected areas throughout the District apply the retail diagnostic assessment and the Toolkit to retail streets
- Workshops will leverage the Toolkit's research on best practices, metrics, and innovative approaches for successful management of commercial districts
- After the workshops, two technical assistance sessions will be held with each community

Essential Elements of the Toolkit



dc vibrant retail streets toolkit

presented to:
DC OFFICE OF PLANNING

presented by:
streetsense.

model Vibrant Streets

Small-Scale Shopping Streets



Carytown • Richmond, VA

North Market Street • Frederick, MD

Main Street • Manayunk, PA

Charles Street • Boston, MA

Oak Street • Chicago, IL

Madison Park • Seattle, WA

Bethesda Row • Bethesda, MD

East Davis Street • Culpeper, VA

O'Donnell Square • Baltimore, MD

Atlantic Avenue • Brooklyn, NY

model Vibrant Streets



Destination Streets

Walnut Street • Philadelphia, PA

Newbury Street • Boston, MA

North Michigan Avenue • Chicago, IL

Third Street Promenade • Santa Monica, CA

Champs-Elysees • Paris, France

Omotesando Dori • Tokyo, Japan



data collection

Year
Established

Avg Sidewalk
Width

of Blocks in
Length

Public Open
Space?

Streetscape
Design

Located
within a BID

Supported by
an Assoc./Org.

Within an
Historic Dist.?

Underground
Utilities?

Residential
Population

Median
Household Inc

Daytime
Population

Average Retail
Rents

Condition of
Ownership?

Retail Vacancy
Rate

Mix of
Retailers

Locals :
Nationals

Civic /Cultural
Anchor

Average Daily
Traffic Count

walkscore

Vehicles per
HH

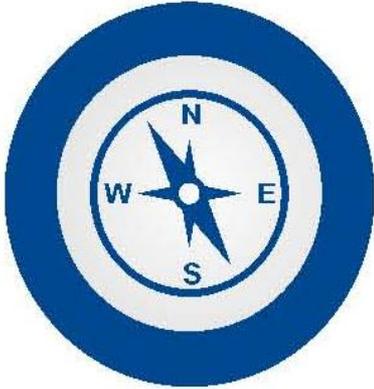
of Bus
Routes

Subway/LR/
Streetcar Stop

Parking
Facilities



step 1: is your street MANAGED?



- Does your neighborhood have an organization that oversees business activity in your retail district?
- Is there one firm or individual who owns a majority of the parcels included in your retail district?



You need a single entity to organize, represent, and oversee interests that impact the entire street.

step 2: is your street RETAIL-APPROPRIATE?



- Are fewer than 10 percent of the storefronts in your retail district occupied by non-retail uses (offices, churches, non-profit headquarters, etc)?
- Is your street's retail vacancy rate lower than 20 percent?



Stores and restaurants have basic architectural requirements. Retail has the best opportunity to thrive when surrounded by other retailers.

step 3: is your retail MIXED?



- Does the existing mix of tenants on your Vibrant Street correspond to its market strength?



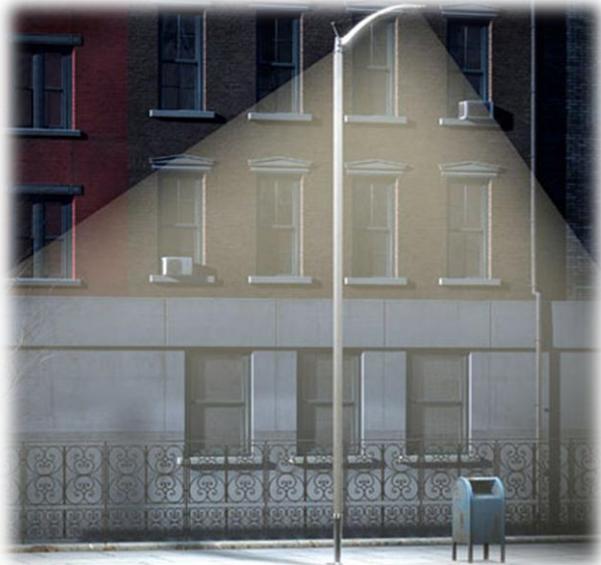
Your retail should offer what its customer base needs.

step 4: does your street feel SAFE?



- Is there a low crime rate in your retail district?
- Are there residences nearby or another type of activity that encourages daytime, evening, and weekend occupancy of your street?
- Does your street have pedestrian level lighting that illuminates the sidewalk?
- Does your principal retail street feel safe to local residents? What about visitors?

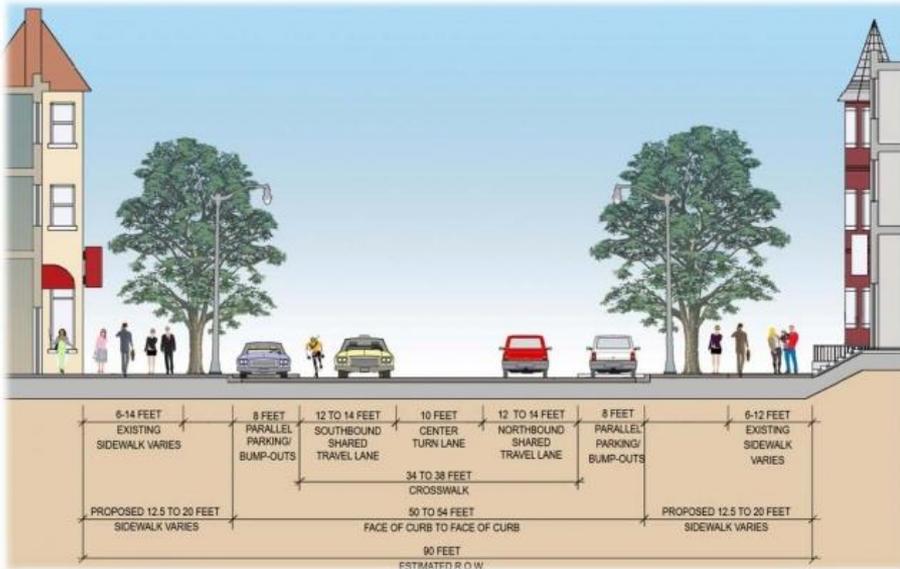
People want a safe environment to undertake commercial activities.



step 5: is your street CHAMPIONED?



- Is there a developer that is planning or has undertaken a large-scale project in your neighborhood?
- Has a sizable public or private initiative been undertaken to enhance your retail district (i.e. power lines undergrounded, streetscape program, mature tree planting, sidewalk paving, public art, or similar)?



A retailer will make a significant personal investment in an establishment. They are more willing to make a commitment to an area where another entity has made a similar investment.

step 6: is your street ANCHORED?



- Is there a civic or cultural facility active in your retail district?



Retailers prefer locations that are integrated into the community. They seek opportunities for exposure created by uses that are part of non-commercial, complementary activity.

step 7: is your street WALKABLE?



- Are the sidewalks in your retail district wider than six feet on average?
- Have Food & Beverage establishments created outdoor cafes in your district?
- Do the number and spacing of trees and streetlights provide adequate shade and lighting respectively?



The most reliable customer base for any retailer is the adjacent community (residents or workforce). A walkable/connected street increases the retailers' ability to capture reliable, regular sales.

step 8: is your street UNIFIED?

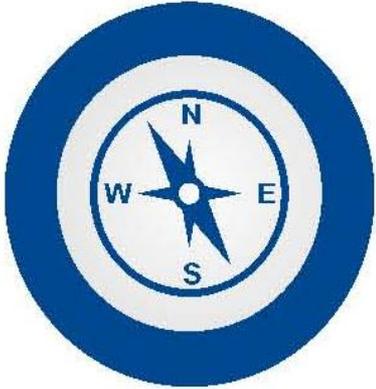


- Is your retail district located in an historic district?
- Has your neighborhood initiated a branding strategy for your retail district?
- Are your district's retail storefronts in good condition and well-maintained?



It is much easier to draw a customer to an area for a general retail experience than it is to repeatedly attract someone to a single establishment.

Vibrant Streets: how it works



step 1: is your street MANAGED?

Self-Evaluation
Questions

If "NO"

Do these
things

If "YES"

Proceed to
Step 2



do WHAT THINGS?

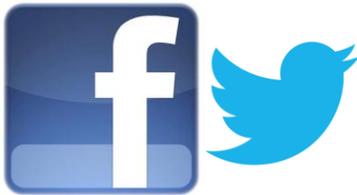
small-scale examples



start meeting as a group of retailers



survey and report existing street lighting



initiate a social media campaign

large-scale examples



create a merchants' association



institute a "retail ready" incentive program



designate and train a neighborhood retail broker

Technical assistance program – benefits of participation

✓ **Diagnostic of neighborhood retail**

- Analysis of retail demographics, market demand and potential
- Workshop binder

✓ **Participation in technical assistance workshop**

- Focused discussion with retail experts, stakeholders and partners
- Understanding neighborhood's starting point on vibrancy scale
- Identification of vibrant retail zone, opportunities and obstacles
- Brainstorming session on key initiatives

✓ **Follow-up technical assistance**

- Each neighborhood receives two additional technical assistance follow-ups customized to moving forward its key initiatives

Contents of the Workshop Binder

APPLICATION OF THE DC VIBRANT RETAIL STREETS TOOLKIT

Congress Heights Workshop, March 21, 2013

PREPARED BY:
streetsense.
STREETSENSE.COM / 301.652.9020



- A. Workshop Presentation Materials
- B. Diagnostic Data and Assessments for your Vibrant Street
 - Population Data
 - Household Data
 - Employment Data
 - Inventory of Existing Retail Tenants and Spaces
 - Retail Vacancy Rate
 - Traffic Counts
 - Transit Data



RFQ application requirements

Completed application

- Statement of applicants
- Statement of intent
- Statement of neighborhood commitment
- Three letters of community support



Evaluation

- Team representation (30 points)
- Understanding DC Vibrant Retail Streets and its application (25 points)
- Long term commitment to viability of neighborhood's retail street (25 points)
- Demonstration of community support (15 points)
- Attendance at pre-application conference (5 points)

RFQ and technical assistance – timeline

- Pre-application conference: **April 18**
- Applications due: **May 3**
- Panel reviews application and selects neighborhoods: **mid-May**
- Selected neighborhoods participate in pre-workshop meeting: **end of May**
- Technical assistance workshop: **early June**
- Technical assistance follow-ups for each neighborhood: **June-July**

Questions and Contact Information

DC Office of Planning, (202) 442 7600

- Sakina Khan, Senior Economic Planner, DC Office of Planning, sakina.khan@dc.gov
- Kimberly Driggins, Associate Director Citywide Planning, kimberly.driggins@dc.gov
- Chelsea Liedstrand, Citywide Planner, chelsea.liedstrand@dc.gov

