What makes a great retailer?

Appropriate Signage

- Succinct (name should be in only 1 or 2 places)

- Eye-catching, attractive graphics; styled to fit character of storefront

- Should not state too much information (i.e. hours, website, number, name, merchandise)

- Avoid neon "open" signs

downtown works

What makes a great retailer?

Engaging window displays:

- Should change every 2 or 3 weeks (great retailers change more frequently!)

- Convey a particular spirit and are eye-catching

- Don't overly rely on props (rather focus on merchandise sold)

- Are very well-lit

downtown works

What makes a great retailer?

Distinctive storefronts (can be designed in old *and* new buildings):

- Distinguish from upper floors

- Encourage professional, retail-specific designs

- Institute design review guidelines

downtown works

What makes a great retailer?

Appropriate Signage

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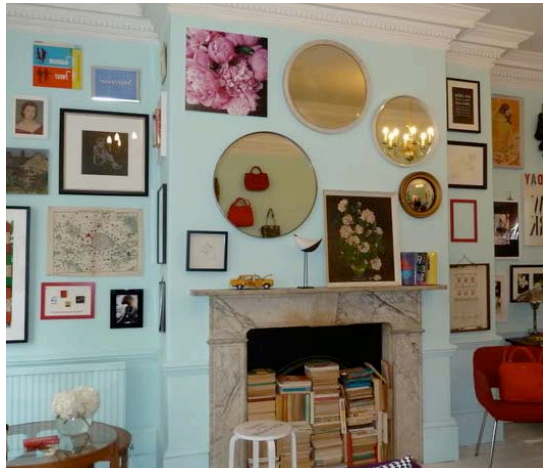downtown works

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downtown works

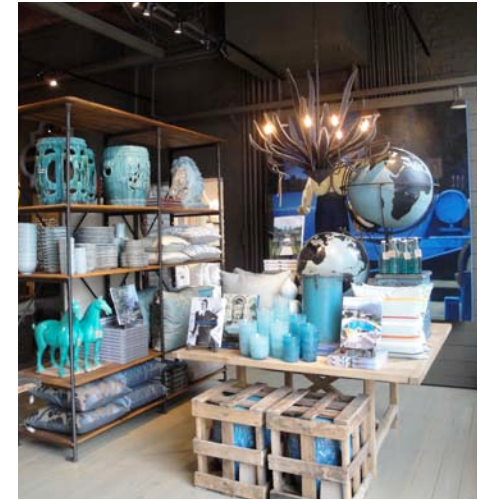Thoughtful selection and presentation of merchandise:

- Sought-after products organized by color, style, type

- Inventory levels— neither cluttered nor sparse

- Merchandise selection varied yet focused

What makes a great retailer?

downtown works

Thoughtful selection and presentation of merchandise:

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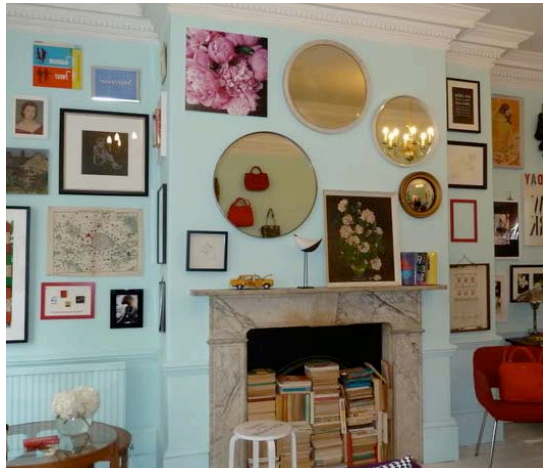
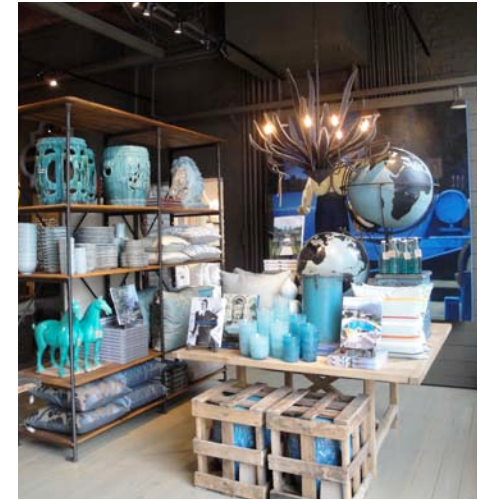- Merchandise selection varied yet focused

What makes a great retailer?

downtown works

Historic Districts & Retail

Architecturally significant buildings are among a district's greatest assets; it's critical to preserve them in a manner that attracts people for cultural and commercial activities both today and in the future.

Key Visual/Design Attributes

facades— well-maintained, differentiated, brand appropriate

signage—visible, well-designed, brand reflective

lighting—"like moths to a flame"; well-lit streets and storefronts attract people

foliage—trees/plants create a welcoming environment; must be properly maintained (spacing, trimming) so as not to block views to storefronts

Pioneer Square Recommendations

First and foremost, ensure that design guidelines have been developed in consultation with retail-centric designers.

Facades

Support differentiation of storefronts by allowing a varied color palette; currently blocks within Pioneer Square lack visual excitement due, in part, to a lack of diversity in storefront color.

Create interest with contemporary storefronts in historic buildings.

Encourage better maintenance of buildings. In a number of cases the beautiful facades in Pioneer Square are in need of fresh paint and other fixes.

Let the light in!
Require that blocked clerestory windows be opened up.

Ban the housing of air conditioning units on building exteriors (at least at the ground level).

Sample Victorian Era (1840-1900) Colors Used in America

Glacier Bay

Goldenrod

Chrome Green

Crimson

Plum Island

Pale Olivine

Veranda Blue

Deep Ultramarine

Clementine

Signage

Must be noticeable—if sign bands are too high (as is the case on a number of buildings in Pioneer Square) then signage at eye-level (directly on storefronts) must be employed. Blade signs are also very useful and should be encouraged.

too high sign band ☹

signage at visible level ☺

signage directly on storefronts ☺

well-branded blade signs ☺

Lighting

Many areas within Pioneer Square are too dark, in part due to the type of light fixtures and bulbs being used. A lighting consultant should be engaged to develop a plan for brightening the district.

Foliage

In a number of cases, the tree canopy is too dense, adding to the darkened atmosphere of the district. Trees that are blocking lights should be trimmed (as was done last year in Belltown to positive effect), while in some cases the number of trees in a given block should be reduced.

See— Kathleen L. Wolf, Ph.D., "Trees Mean Business: City Streets and the Retail Streetscape," *The Monthly Journal of The National Historic Trust Main Street Center,* No. 263, August 2009 www.naturewithin.info/CityBiz/MainStreetNews_Aug09_Trees.pdf
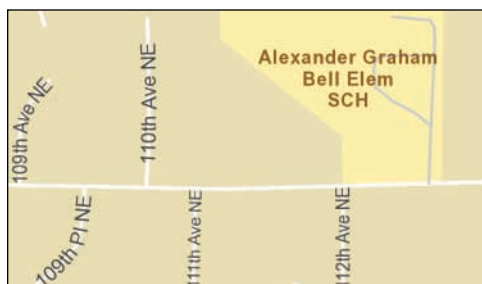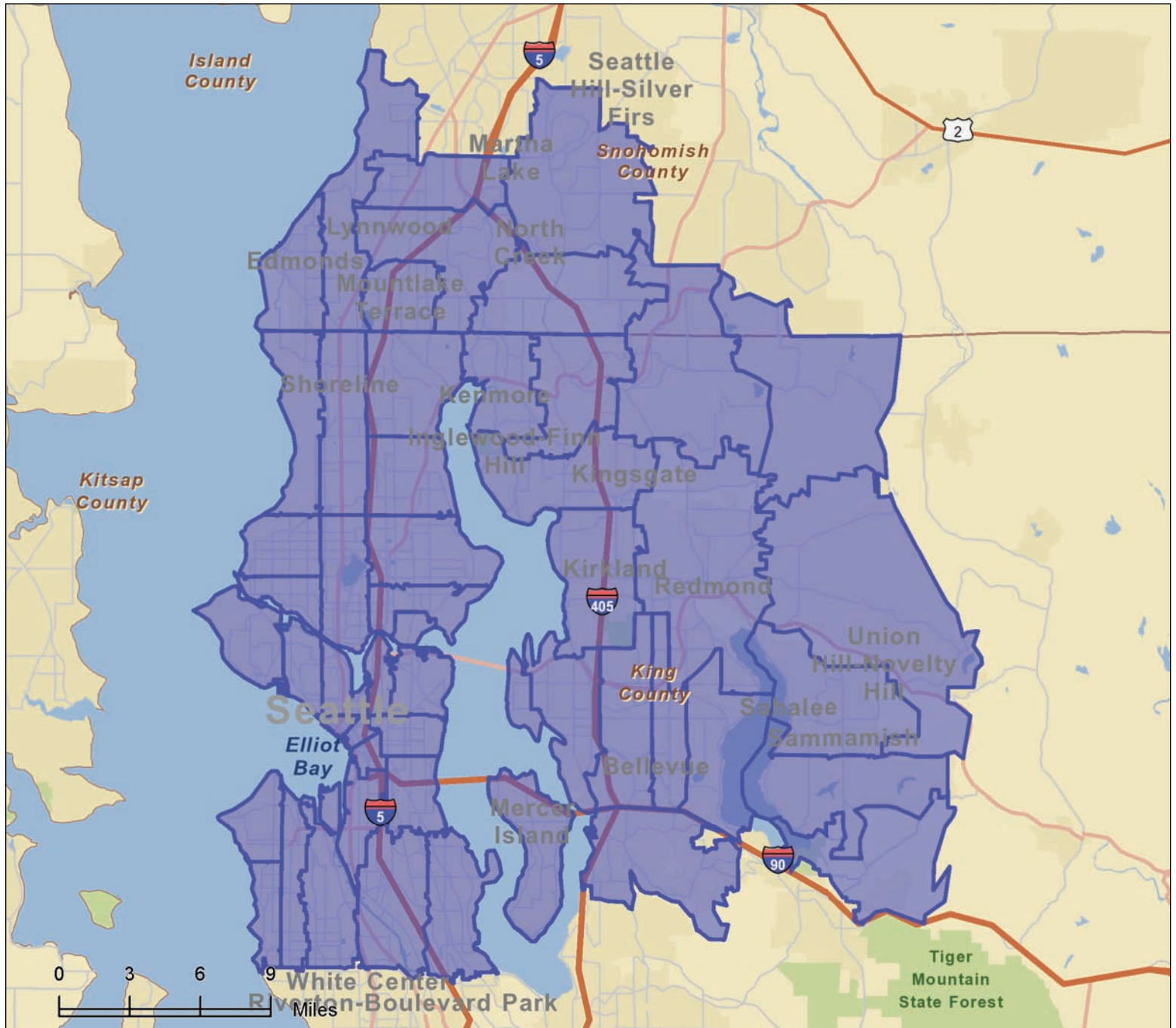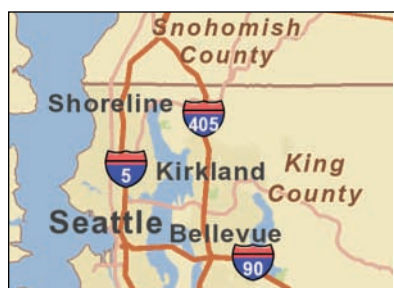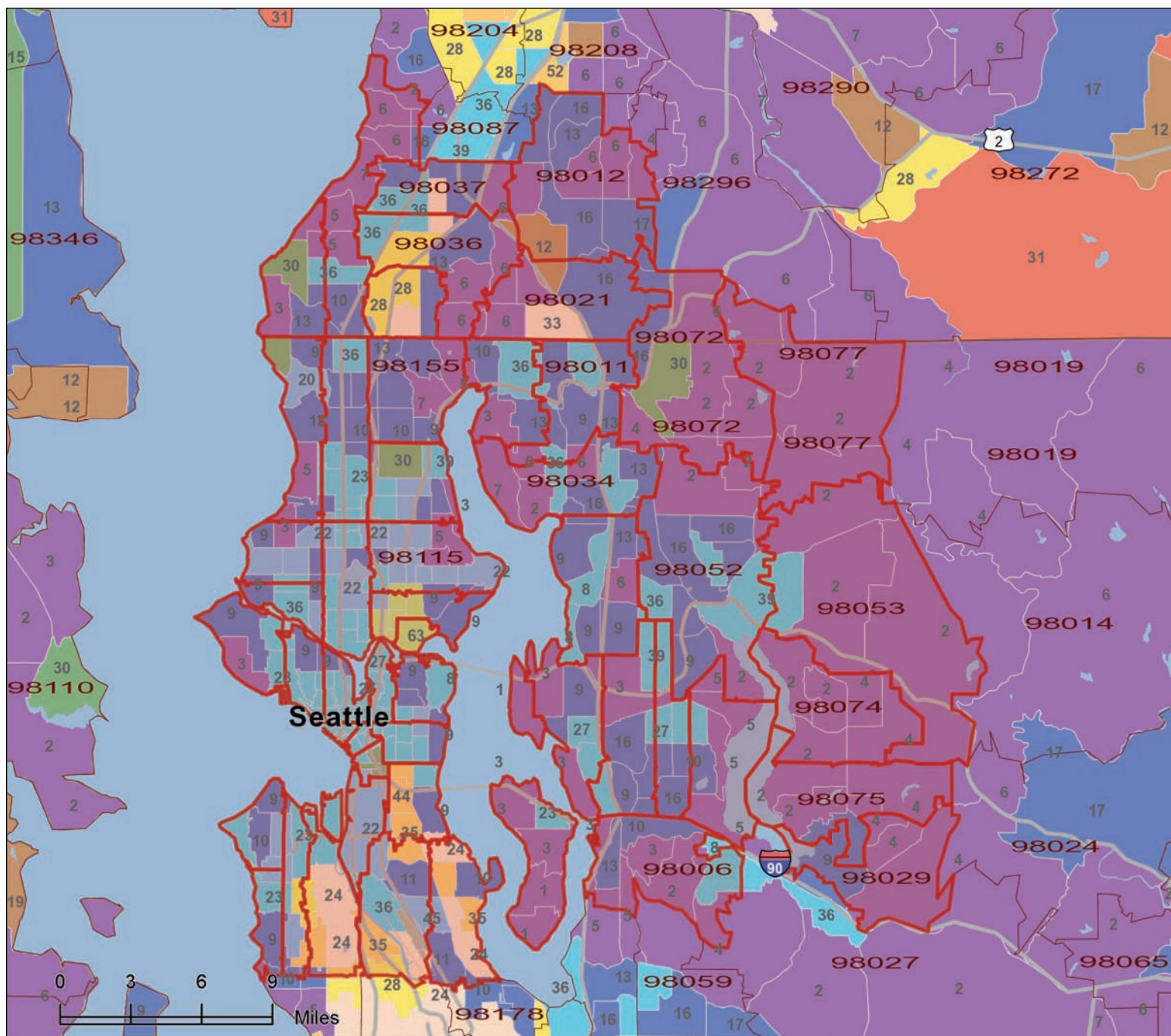
Occidental Park

Currently the closed blocks disrupt the street grid; explore opening it up to cars (as has been done in numerous cities that at one time closed off streets to car traffic).

Redevelop it with soft surfaces and mobile seating that encourage people to use the park.

Program it daily.

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Tapestry LifeMode

- L1 High Society: Affluent, well-educated, married-couple homeowners
- L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- L4 Solo Acts: Urban young singles on the move
- L5 Senior Styles: Senior lifestyles by income, age, and housing type
- L6 Scholars and Patriots: College, military environments
- L7 High Hopes: Young households striving for the "American Dream"
- L8 Global Roots: Ethnic and culturally diverse families
- L9 Family Portrait: Youth, family life, and children
- L10 Traditional Living: Middle-aged, middle income—Middle America
- L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- L12 American Quilt: Households in small towns and rural areas

Snohomish County
Shoreline
Kirkland
King County
Seattle
Bellevue

WA
Seattle

January 08, 2012

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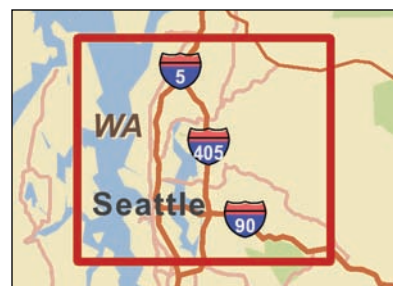
Top Twenty Tapestry Segments

Tapestry descriptions can be found here

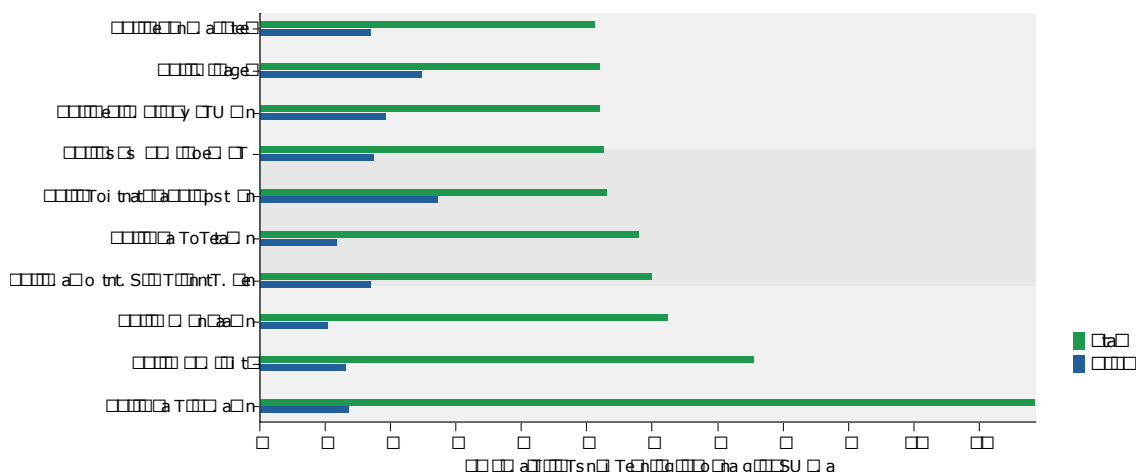| Rank	Tapestry Segment	Households		U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	27. Metro Renters	11.9%	11.9%	1.4%	1.4%	869
2	09. Urban Chic	7.6%	19.4%	1.3%	2.7%	570
3	23. Trendsetters	6.2%	25.7%	1.1%	3.7%	591
4	16. Enterprising Professionals	6.0%	31.7%	1.7%	5.4%	354
5	22. Metropolitans	5.8%	37.5%	1.2%	6.6%	490
	Subtotal	**37.5%**		**6.6%**		
6	06. Sophisticated Squires	5.3%	42.8%	2.7%	9.4%	194
7	02. Suburban Splendor	5.3%	48.1%	1.7%	11.1%	302
8	36. Old and Newcomers	5.2%	53.3%	1.9%	13.1%	269
9	13. In Style	5.2%	58.5%	2.5%	15.5%	210
10	10. Pleasant-Ville	5.1%	63.7%	1.7%	17.2%	303
	Subtotal	**26.2%**		**10.6%**		
11	03. Connoisseurs	4.4%	68.0%	1.4%	18.6%	315
12	05. Wealthy Seaboard Suburbs	4.3%	72.3%	1.4%	20.0%	313
13	08. Laptops and Lattes	3.3%	75.6%	1.0%	21.0%	320
14	39. Young and Restless	2.5%	78.1%	1.4%	22.5%	176
15	04. Boomburbs	2.5%	80.6%	2.3%	24.7%	110
	Subtotal	**16.9%**		**7.5%**		
16	24. Main Street, USA	2.3%	82.9%	2.6%	27.3%	88
17	30. Retirement Communities	2.1%	85.0%	1.5%	28.8%	148
18	28. Aspiring Young Families	1.6%	86.6%	2.4%	31.1%	69
19	07. Exurbanites	1.6%	88.2%	2.5%	33.6%	64
20	01. Top Rung	1.4%	89.7%	0.7%	34.3%	210
	Subtotal	**9.1%**		**9.6%**		
	Total	**89.7%**		**34.3%**		**261**

January 08, 2012

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	98004 (Bellevue, WA), 980...
Population Summary	
2000 Total Population	1,219,779
2000 Group Quarters	32,860
2010 Total Population	1,356,190
2015 Total Population	1,433,274
2010-2015 Annual Rate	1.11%
Household Summary	
2000 Households	514,975
2000 Average Household Size	2.30
2010 Households	579,422
2010 Average Household Size	2.28
2015 Households	614,705
2015 Average Household Size	2.28
2010-2015 Annual Rate	1.19%
2000 Families	287,374
2000 Average Family Size	2.98
2010 Families	317,368
2010 Average Family Size	2.96
2015 Families	334,420
2015 Average Family Size	2.96
2010-2015 Annual Rate	1.05%
Housing Unit Summary	
2000 Housing Units	537,802
Owner Occupied Housing Units	56.0%
Renter Occupied Housing Units	39.8%
Vacant Housing Units	4.2%
2010 Housing Units	621,000
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	39.6%
Vacant Housing Units	6.7%
2015 Housing Units	660,067
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	39.7%
Vacant Housing Units	6.9%
Median Household Income	
2000	$54,756
2010	$75,732
2015	$89,716
Median Home Value	
2000	$253,557
2010	$399,056
2015	$487,759
Per Capita Income	
2000	$32,041
2010	$41,272
2015	$48,679
Median Age	
2000	36.2
2010	38.6
2015	38.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

January 08, 2012

	98004 (Bellevue, WA), 980...
2000 Households by Income	
Household Income Base	515,325
<$15,000	10.7%
$15,000 - $24,999	9.0%
$25,000 - $34,999	10.7%
$35,000 - $49,999	15.0%
$50,000 - $74,999	20.5%
$75,000 - $99,999	13.6%
$100,000 - $149,999	12.3%
$150,000 - $199,999	3.8%
$200,000+	4.5%
Average Household Income	$74,749
2010 Households by Income	
Household Income Base	579,421
<$15,000	7.5%
$15,000 - $24,999	6.2%
$25,000 - $34,999	6.6%
$35,000 - $49,999	10.6%
$50,000 - $74,999	18.4%
$75,000 - $99,999	18.4%
$100,000 - $149,999	18.9%
$150,000 - $199,999	6.3%
$200,000+	7.2%
Average Household Income	$95,448
2015 Households by Income	
Household Income Base	614,704
<$15,000	5.4%
$15,000 - $24,999	4.5%
$25,000 - $34,999	4.8%
$35,000 - $49,999	7.0%
$50,000 - $74,999	18.0%
$75,000 - $99,999	15.6%
$100,000 - $149,999	25.5%
$150,000 - $199,999	9.8%
$200,000+	9.4%
Average Household Income	$112,267
2000 Owner Occupied Housing Units by Value	
Total	301,151
<$50,000	1.7%
$50,000 - $99,999	2.5%
$100,000 - $149,999	8.7%
$150,000 - $199,999	17.5%
$200,000 - $299,999	34.2%
$300,000 - $499,999	24.1%
$500,000 - $999,999	9.3%
$1,000,000 +	2.0%
Average Home Value	$310,738
2000 Specified Renter Occupied Housing Units by Contract Rent	
Total	213,583
With Cash Rent	98.0%
No Cash Rent	2.0%
Median Rent	$733
Average Rent	$776

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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