



# Researching Urban Storefront Retail

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# The long slow decline of urban storefront retail



*The Great*



AND THE STRUGGLE  
FOR SMALL BUSINESS  
IN AMERICA



*Marc Levinson*



PROFESSIONAL MENS SUITS  
OF MINISTERS  
DOCTORS  
LAWYERS



LIFE PRESERVERS.



1897

# SEARS, ROEBUCK & Co. CATALOGUE



"AN  
ARTIFACT  
TO MAKE  
THE  
MOUTH  
WATER."  
-AMERICAN  
HERITAGE

A WINDOW TO  
TURN-OF-THE-  
CENTURY AMERICA

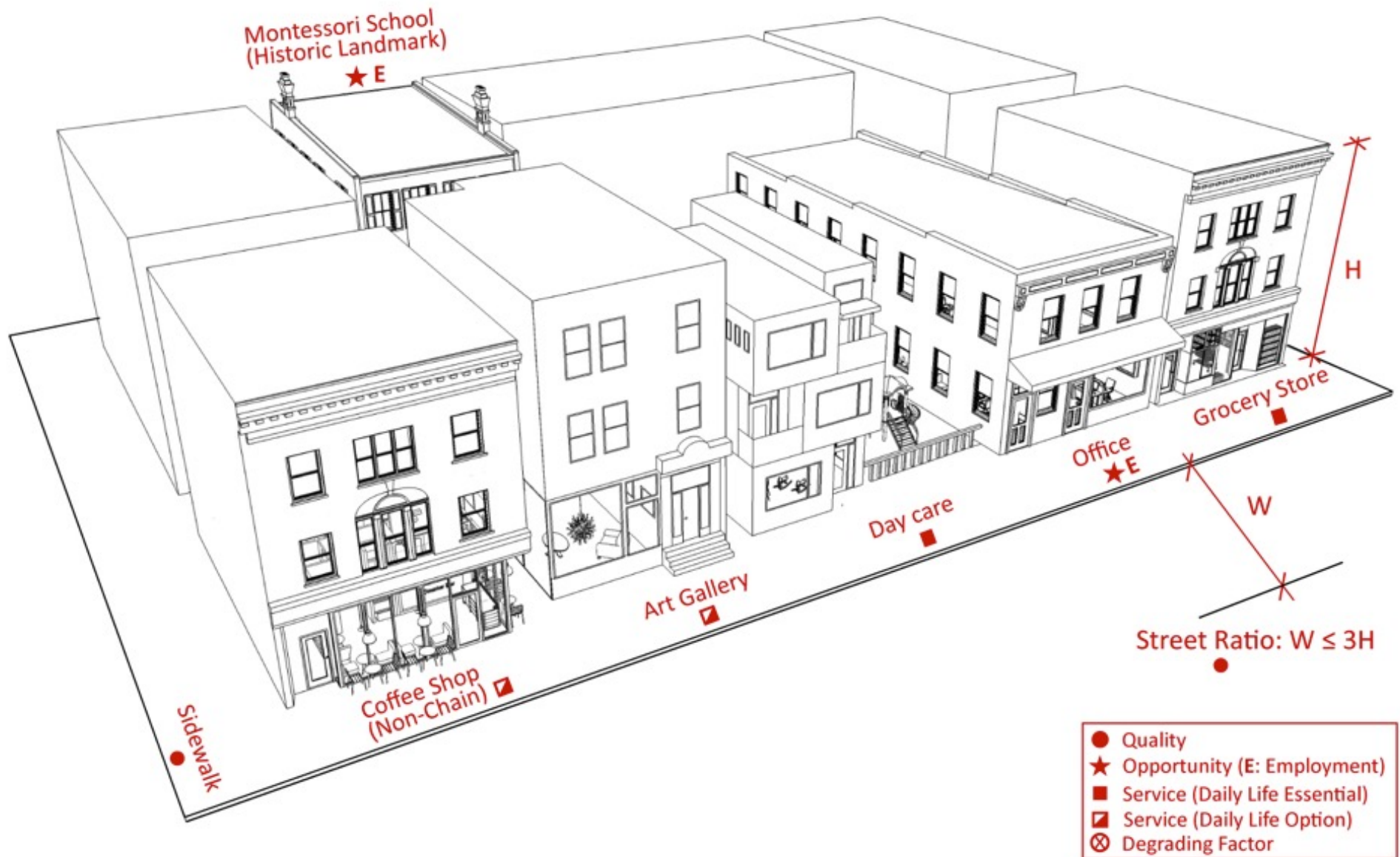






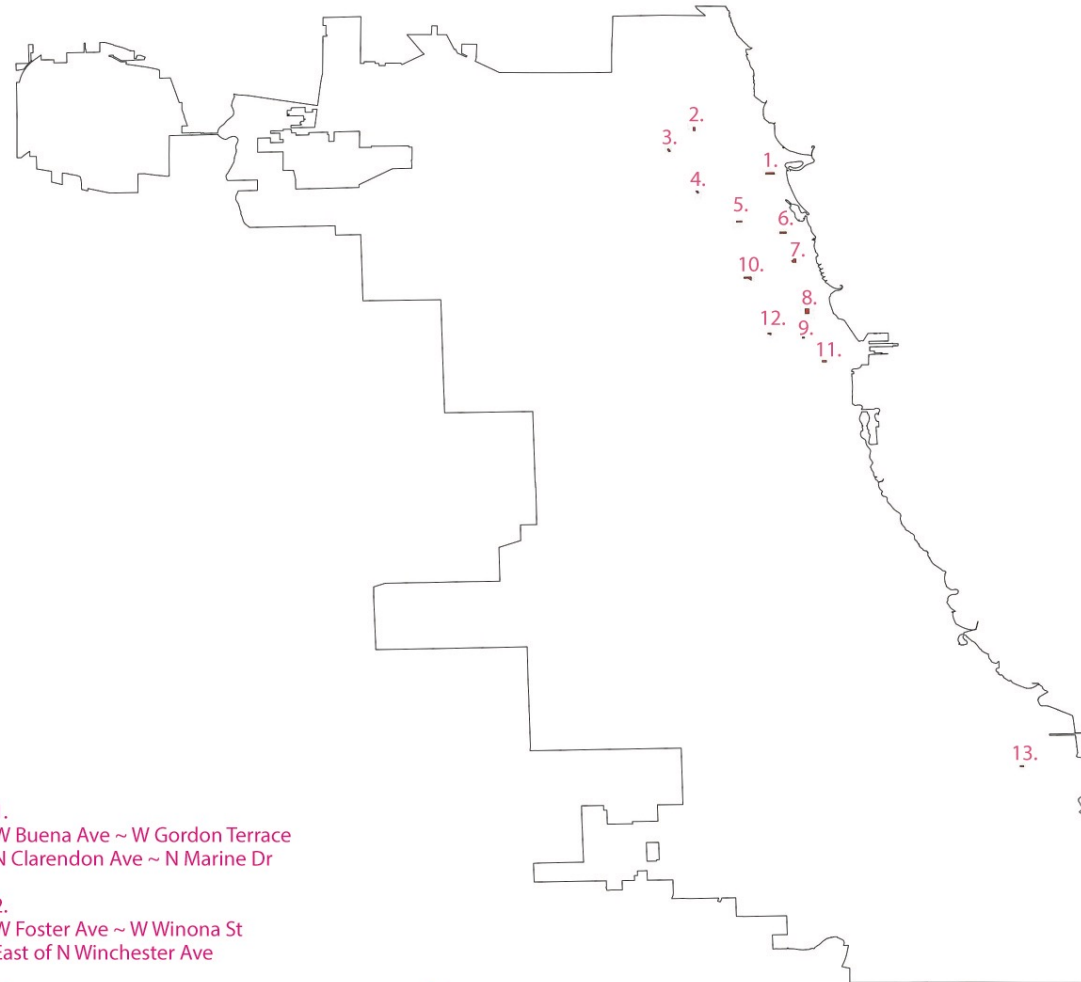
**Where/what is “Main Street”?**

# Concept illustration of block satisfying three categories: services, opportunity, quality



# 13 MAIN STREET BLOCKS IN CHICAGO

: Service + Opportunity + Pedestrian Quality



1.  
W Buena Ave ~ W Gordon Terrace  
N Clarendon Ave ~ N Marine Dr

2.  
W Foster Ave ~ W Winona St  
East of N Winchester Ave

3.  
W Giddings St ~ N Lincoln Ave  
North of W Leland Ave (Giddings Plaza)

4.  
W Berenice Ave ~ W Grace St  
East of N Lincoln Ave

5.  
N Lakewood Ave ~ N Racine Ave  
South of W Belmont Ave

6.  
N Broadway Ave ~ N Pine Grove Ave  
South of W Oakdale Ave

7.  
N Clark St ~ N Commonwealth Ave  
North of W Belden Ave

8.  
W Goethe St ~ W Division St  
N Wells St ~ N LaSalle Dr

9.  
South of W Huron St  
East of N Franklin St

10.  
N Green St ~ N Halsted St  
South of W Chicago Ave

11.  
E Lake St ~ E Benton Pl  
N State St ~ N Wabash Ave

12.  
N Racine Ave ~ N Seminary Ave  
North of N Maud Ave

13.  
S Commercial Ave ~ S Houston Ave  
North of E 92nd St





# Quantifying the benefits of Main Street



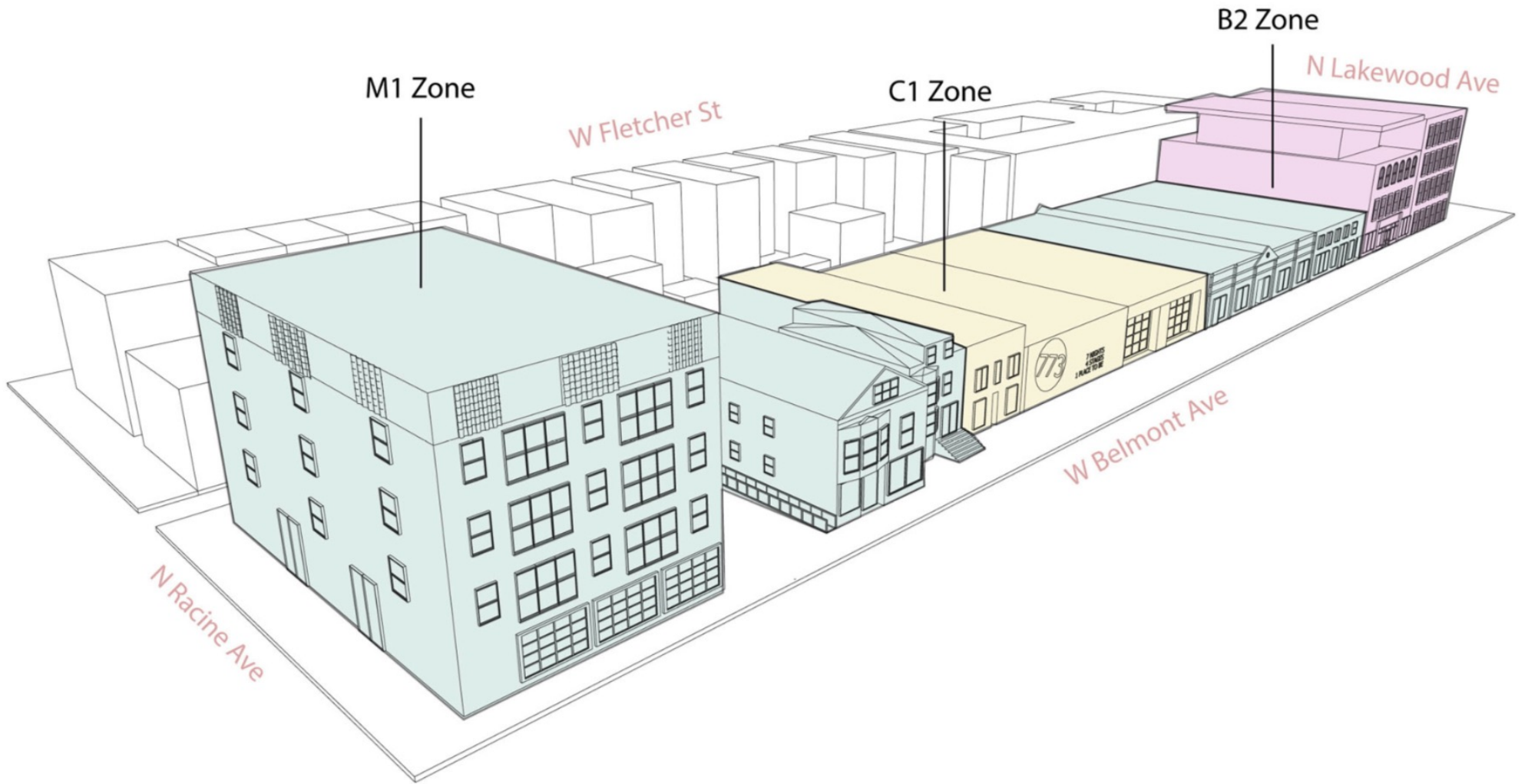
**A. Main Street Block**  
: N Broadway St & W Oakdale Ave



**B. Chain Store Block**  
: N Clark St & N Broadway St



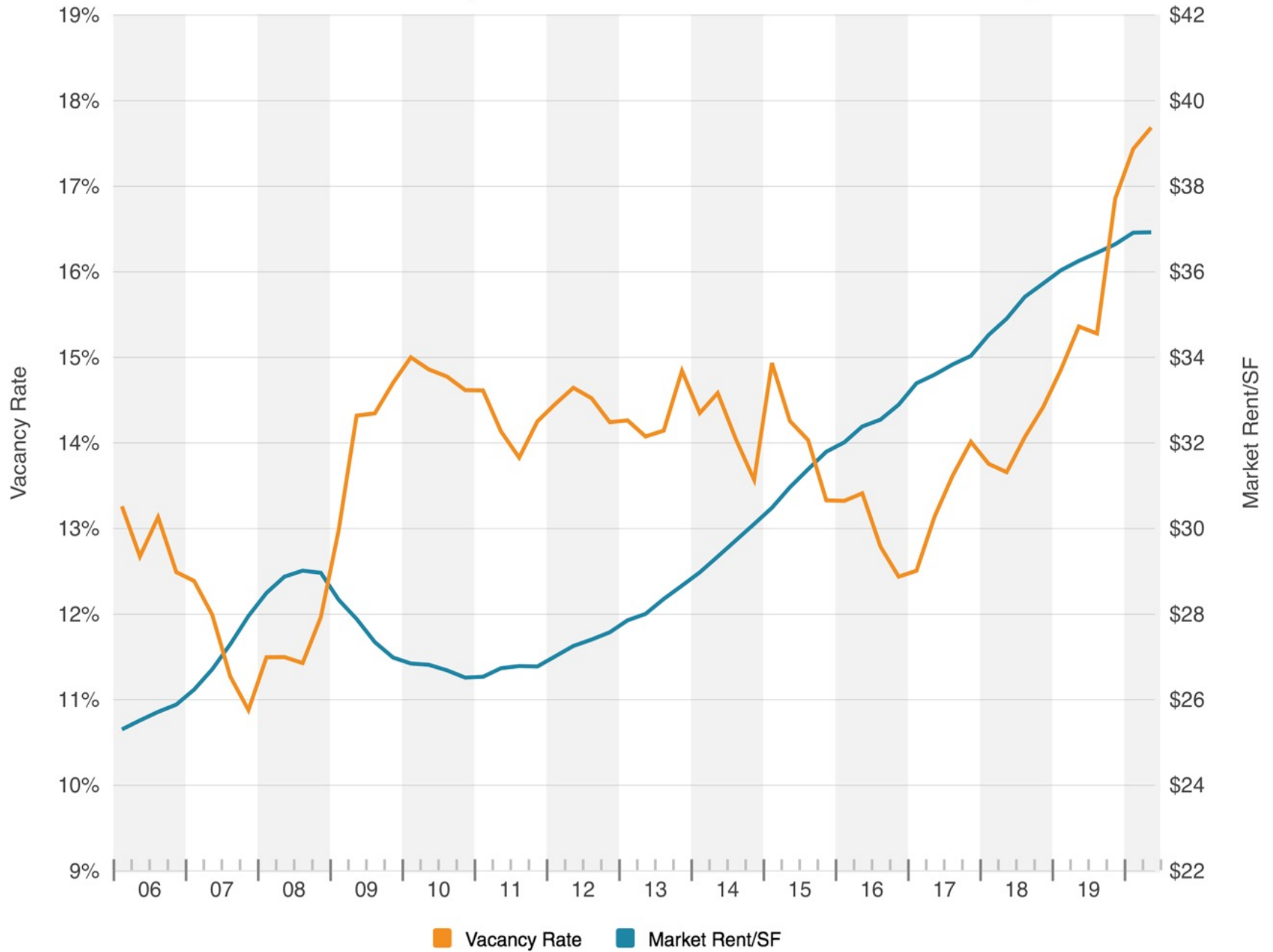
**Do regulations hurt urban retail?**





**Understanding urban retail vacancy**

# Vacancy & Market Rent Per SF — City of Chicago



# Mitigation

- Vacancy tax relief
- Small grants
- Direct involvement in property leasing
- Relationship-building