

# SWOT ANALYSIS

## STRENGTHS

What **advantages** does Colfax Ave have over other commercial corridors?  
 What makes Colfax Ave **unique** compared to other commercial corridors?  
 Why should **businesses locate** on Colfax Ave versus other corridors?

**Diversity** **Notoriety** Transit Corridor  
**Pride** **Police Station**  
**Interesting** **History**  
**Gritty** **Population Base**  
 Don't Need a Car  
**Proximity to Downtown**  
**Locally Owned Businesses**  
**Major Corridor/High Traffic Visibility**  
**24-Hour Place** **Tenant Spaces/Mix**  
 Business Improvement District  
**Iconic Buildings/Anchors**  
**Entertainment/Music**

## WEAKNESSES

What could Colfax Ave **improve**?  
 What should Colfax Ave **avoid** in the future?  
 What **negative perceptions** does Colfax Ave have from outsiders?  
 Why would **businesses choose other locations** rather than Colfax Ave?

**Crime** **Traffic** **Building Stock**  
**Public Parking** **Negative Perceptions**  
**Unengaged Landlords**  
**Dirty/Unwelcoming Appearance**  
**Lacking Food/Coffee Shops**  
**Homeless/Panhandling**  
**Slower to Redevelop/Zoning Issues**  
**Identity is Not Concentrated**  
**Shallow/Empty Lots**  
**Old Infrastructure**  
**Blank Walls/Window Sign Clutter**  
**Businesses that Close Post-Lunch**

## OPPORTUNITIES

What **good opportunities** does Colfax Ave have?  
 What **current trends** is the corridor responding to?

**BRT/TOD** **Public Art**  
**Circulator Shuttle** **Population/Density**  
**Better Pedestrian/Bike Connections**  
**Image/Appearance**  
**New Architecture/Development**  
**Open Space** **Showcase History**  
**Traffic Calming**  
**Zoning/Development Incentives**  
**Flexible Lanes/Traffic Demand**  
**Affordable Housing**  
**Parking (Shared/Reduced)**  
**Block Captains/Increased Patrolling**  
**Identity/Branding**

## THREATS

What **obstacles** does Colfax Ave face?  
 What are **competitors** doing that Colfax Ave is not?  
 What **current trends** is the corridor **NOT** responding to?

**State Highway Status**  
**Affordability** **Drug Sales/Trends**  
**Image/Appearance**  
**Existing Surface Parking**  
**NIMBYism** **School Performance**  
**Local Competition (SoBo)**  
**Zoning Doesn't Account for Uniqueness**  
**Homeless Population**  
**BRT Bypassing**  
**Signage Restrictions**  
**Negative Perceptions**