



ACKNOWLEDGEMENTS

The following groups and organizations were involved in the Lincoln Avenue Corridor planning process:

Lincoln Park Chamber of Commerce

43rd Ward Alderman Michele Smith

Wrightwood Neighbors Association

Lincoln Central Association

A special thanks is also due to all of the Lincoln Park business & property owners, and community members who have participated in the planning effort.

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PLAN OVERVIEW

The Lincoln Avenue Revitalization Strategy was initiated by the Lincoln Park Chamber of Commerce to develop a plan for the corridor within the heart of Lincoln Park. The project is being carried out in partnership with 43rd Ward Alderman Michele Smith, the Wrightwood Neighbors Association, and Lincoln Central Association, as well as a professional consulting team consisting of The Lakota Group, Goodman Williams Group, and Sam Schwartz Engineering. The Plan was funded through the Lincoln Avenue Special Service Area (SSA) #35-2015.

The purpose of the Plan is to develop a vision for the historic Lincoln Avenue Corridor from Webster Avenue to Diversey Parkway to guide future development, attract new businesses, and recommend infrastructure improvements. The plan also includes recommendations for physical enhancements and placemaking, transportation improvements, branding and marketing, and business attraction.

Given the significant changes along Lincoln Avenue - from the development of the Lincoln Common and ELEVATE Lincoln Park projects, to the construction of the new DePaul Music School - now is a critical time to reassess this corridor and plan for its future.

THE STUDY AREA

The focused study area for this project stretches along Lincoln from Webster Avenue on the south to Diversey Parkway on the north, and generally parallels the Lincoln Avenue Special Service Area (SSA #35-2015 – outlined in purple in Figure 1). The Study Area is located entirely within the Lincoln Park Community Area, which is bound by Diversey Parkway to the north, Lake Michigan to the east, North Avenue to the south, and the Chicago River to the west (shown in black in Figure 1: Area Boundaries Map on page 5).

Within the Community Area are seven active neighborhood associations. Five of these seven community association are adjacent to Lincoln Avenue. They include: Wrightwood Neighbors Association, Park West Community Association, Sheffield Neighborhood Association, Lincoln Central Association, and Mid-North Association.

Shown in additional detail on the following page (Figure 2: Study Area Context Map on page 5), the Study Area boundary incorporates properties directly adjacent to Lincoln Avenue.

THE VISION FOR LINCOLN AVENUE

In the future, Lincoln Avenue is envisioned as an active, pedestrianoriented mixed-use corridor that serves the daily needs of visitors and residents alike. It will be both a purposeful and incidental destination, with a range of cultural offerings including art, theater, music, and dining. A place where people make plans to visit or just decide to venture to because they know there is always something to see or do.

FIGURE 1: AREA BOUNDARIES MAP

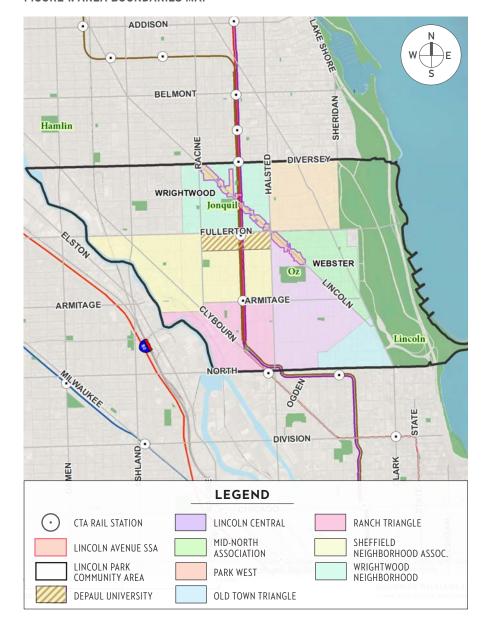
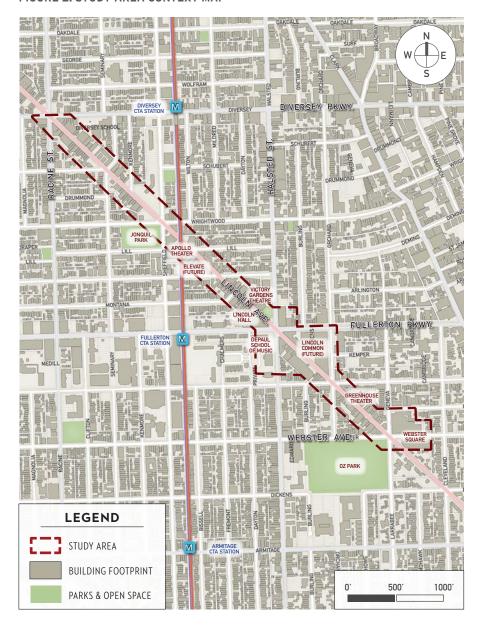


FIGURE 2: STUDY AREA CONTEXT MAP



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OBJECTIVE 1

CREATE A SENSE OF 'PLACE'

The corridor's sense of place will emanate from corridor branding, streetscapes and public realm enhancements, programming of open spaces, placemaking efforts, and the area's buildings and storefronts, both existing and future. These elements combine to foster Lincoln Park's culture and create experiences and memories for residents and visitors. While the Lincoln Park neighborhood holds a certain image, Lincoln Avenue is primed for change—and upgrades—in many ways. Reestablishing Lincoln Avenue as a place to visit, shop, see a show, dine, and linger will take a concerted effort, but the assets in place form a great framework for the next iteration of this vital corridor.

Key projects and initiatives include:

- » Signage & Wayfinding Design
- » Community Open Space Enhancements
- » Installations of 'People Spots' at Key Locations
- » Implementation of Landscaping Program
- » Formal Streetscape Enhancements
- » Storefront & Signage Improvements

Read more about Objective 1 beginning on page 14.



Rendering of an artistic lighting installation under the L tracks, see Figure 10 on page 20.



Rendering of Oz Park Corner Plaza Improvements, see Figure 12 on page 29.

OBJECTIVE 2

BUILD ON MOMENTUM FROM NEW DEVELOPMENT

With huge changes on the horizon in the form of multiple high density mixed-use developments, the time for new opportunity is here—opportunity for local businesses to thrive, new restaurants and entertainment offerings to move into the area, improvements to be made to parks and public spaces, and additional infill development to be constructed on vacant or underutilized sites. More people means more activity—it's time to capture the energy and build on the momentum.

Key projects and initiatives include:

- » Infrastructure Coordination with New Developments
- » Identification and Coordination with Opportunity Sites
- » Business Owner Assistance
- » Pop Up Shops and Pop Up Performances
- » Cross Promotion with DePaul University
- » Local Business Networking and Events

Read more about Objective 2 beginning on page 44.



Rendering of convenience store reuse, see Figure 20 on page 47.



Rendering of Edith Spurlock Sampson Apartments enhancement, see Figure 21 on page 48

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OBJECTIVE 3

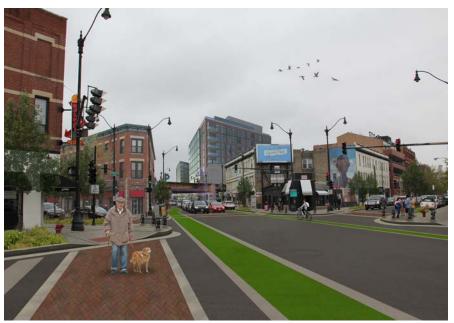
IMPROVE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

With a growing share of people electing to walk and bike throughout the area, the physical components of the street—sidewalks, intersections, bike lanes, crosswalks, vehicular lanes, parking areas—should be re-imagined. Residents stressed the importance of making Lincoln Avenue more walkable. This is intrinsically tied to enhancing the streetscape and creating a more appealing environment. Redesigning these features will strengthen Lincoln Avenue's shops, restaurants, and theaters, while making it safer for everyone.

Key projects and initiatives include:

- » Study of Intersection Enhancements
- » Installation of Bump-Outs at Key Corners
- » Enhanced Pedestrian Crossings
- » Enhanced Bike Facilities
- » Study of Traffic Signals

Read more about Objective 3 beginning on page 54.



Rendering of enhancements at Lincoln/Wrightwood/Sheffield, see Figure 27 on page 64.



Plan of enhancements at Lincoln/Wrightwood/Sheffield, see Figure 26 on page 63..

IMPLEMENTATION

Arguably the most important element of the plan, the Implementation section provides a detailed matrix of proposed improvements—providing action items, partners, sources and priority levels for each project. These projects are organized into the three objectives and reference back to the pages in which they are discussed.

The implementation section also discusses the way improvements can be made incrementally, allowing the Lincoln Park Chamber of Commerce, business owners and the community to test out proposed improvements in a temporary, tactical manner, before large scale investment is made.

Read the section in full beginning on page 69.



Tactical testing of a new plaza on Nashville's Broadway Avenue.



A section of the Combined Mapped Strategies Map, see Figure 31 on page 72.

EXECUTIVE SUMMARY

