

THE VISION FOR LINCOLN AVENUE

OVERVIEW

In the future, Lincoln Avenue is envisioned as an active, pedestrian-oriented commercial 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.

The corridor is also envisioned as an interwoven network of interesting spaces and places where people are happy to stroll to and from their destinations. Community parks provide space to run and play; while smaller, more intimate open spaces offer places to relax and indulge in the corridor's cafe culture. The area will be "the epicenter of entertainment and nightlife in Lincoln Park, with its world-class music, live theater, restaurants and pubs" (Make It Lincoln Park, 2017-2018). The plan for Lincoln Avenue is for the corridor to reassert itself as the 'Heart' of Lincoln Park, and in doing so, cement its place as one of Chicago's great streets.

The Revitalization Strategy is a neighborhood led vision.

OVER **800**
PEOPLE PARTICIPATED
IN THE PLAN EFFORT

...OF THOSE, **85%**
LIVE IN LINCOLN PARK

...AND NEARLY **70%**
HAVE LIVED THERE FOR
5 YEARS OR MORE

Above all else, the future of Lincoln Avenue is walkable.

73%
OF PARTICIPANTS
LIVE IN HOUSEHOLDS
WITH 1 CAR OR LESS

COMBINED, NEARLY **50%**
SAID THEY WALK TO LINCOLN AVENUE
AS THE MOST COMMON FORM OF TRAVEL

WHILE ONLY **24%**
SAID THEY DRIVE
THERE MOST OFTEN

KEY PLAN OBJECTIVES

Based on input from the community and area stakeholders, the following three overarching plan objectives have been identified as critical considerations for the Lincoln Avenue Corridor. When asked to describe the priority level of several major topics, community members overwhelmingly responded that pedestrian and bike safety, and taking advantage of new development were critical. The charts within each section provide a picture of the community's preferences.

Within this structure, priorities emerged for several major topics, such as corridor branding, identifying development opportunities, and outlining intersection improvements.

In whole, these three objectives and their associated priorities cover a broad range of ideas for Lincoln Avenue, resulting in a comprehensive approach for future improvements. On the following pages of this report, each objective is outlined in further detail.

OBJECTIVE 1

CREATE A CLEAR SENSE OF 'PLACE'

- Corridor Identity
- Corridor Branding
- Streetscapes & The Built Environment
- Open Space Programming & Placemaking
- Buildings & Storefronts
- Objective 1: Mapped Strategies

OBJECTIVE 2

BUILD ON MOMENTUM FROM NEW DEVELOPMENT

- Development Opportunities
- Business Attraction/
Retention Strategies
- Objective 2: Mapped Strategies

OBJECTIVE 3

IMPROVE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

- Intersection Anatomy
- Intersection Design Elements
- Intersection Diagrams
- Objective 3: Mapped Strategies



OBJECTIVE 1

CREATE A SENSE OF 'PLACE'

Corridor Identity

Corridor Branding

Streetscapes & The
Built Environment

Open Space Programming
& Placemaking

Buildings & Storefronts

Objective 1: Mapped Strategies

CORRIDOR IDENTITY

A critical part of successfully reestablishing Lincoln Avenue as a thriving urban corridor is the ability for people to perceive and connect to its overall identity. In addition to a logo and taglines, a strong corridor identity or brand is achieved through a collective understanding of the area's character, experiences, and culture. By harnessing the area's broader character, its businesses and cultural attractions can be promoted as part of an experience. The experience of Lincoln Avenue can then be emphasized directly through signage and other identity elements and indirectly through the design and programming of open spaces and with other urban design elements. Each of these elements is inherently connected to the other and tied to the overall identity of Lincoln Avenue.

“ Identity is the extent to which a person can recognize a place or recall a place as being distinct from other places—as having a vivid, or unique, or at least a particular, character of its own. ”

-Kevin Lynch, Image of a City

CHARACTER

A system of formal signage, branding, and wayfinding elements is highly recommended for Lincoln Avenue and should be part of a larger branding 'ecosystem' of Cultural Hubs throughout Lincoln Park. Implementing wayfinding signage that directs people to Lincoln Avenue from the area's CTA stations and other major attractions is a critical first step. Other specialty elements or design details that help create a cohesive corridor should also be included in strategic locations. Examples of these types of elements are provided in this report, and include banners, decorative light fixtures, gateway features, and streetscape furnishings with coordinated color palettes.

EXPERIENCE

Once the corridor's palette of design elements is extended throughout the public realm and into its open spaces, the activities and programming of those spaces will reinforce the brand of Lincoln Avenue. Outdoor dining and engaging storefront displays help to bolster the vision of Lincoln Avenue as a walkable and active commercial and dining area. Small spaces to relax and have a conversation serve the everyday needs of residents and students.

CULTURE

Most importantly, the corridor brand should connect people to the cultural attractions and history of the area. Open spaces can be designed to support informal performances by theater companies, feature public art by local artists, or tell stories about Lincoln Avenue's history. Small corner spaces and cafes are a perfect venue for aspiring musicians from DePaul's renowned School of Music to practice.

When combined, each of these elements and experiences can help to reinforce the idea that no matter the day or time, there is always something to do and see on Lincoln Avenue.

FIGURE 3: THE ELEMENTS OF CORRIDOR IDENTITY



CORRIDOR BRANDING

The development of a brand and identity for a district is multifaceted – in addition to the physical components that create a sense of place, such as streetscapes and programming, a unified identity creates visual cohesion within a broader area.

LINCOLN PARK CULTURAL HUBS

Currently, the Lincoln Park Chamber of Commerce is engaged in a broader process to explore how Lincoln Park's primary commercial areas are branded, promoted, and connected. The structure under which this process has been framed was derived from the identification of four "Cultural Hubs," which include Lincoln-Halsted, North-Clybourn, Lakefront-Clark, and Armitage-Halsted. Ultimately, each hub will have its own identity that fits within the overarching Lincoln Park umbrella. The primary Lincoln Park Chamber of Commerce landmark is derived from the curving pavilion found at the Nature Boardwalk adjacent to the Lincoln Park Zoo. The branding package created for the Chamber also includes typefaces and a color palette. The preliminary hierarchy to the right assigns color palettes to each hub, while using the *Trend Sans One* typeface as the primary identifier. From this, a series of physical elements can be created to communicate, identify, and orient people as the experience Lincoln Park. Ultimately, this landmark will be an identifier for the entire Lincoln Park neighborhood, with the hubs having "sub-brands" that create a cohesive and distinct hierarchy.

FIGURE 4: LINCOLN PARK CULTURAL HUBS + FONTS & COLORS



LINCOLN-HALSTED HUB

The Lincoln-Halsted Hub is described as “the epicenter of entertainment and nightlife in Lincoln Park, with its world-class music, live theater, restaurants and pubs” (Make It Lincoln Park, 2017-2018). As part of this planning process, three “Cultural Mile” and “Theater District” concepts were developed as examples that connect Lincoln Avenue to the community’s rich cultural offerings. The concepts portrayed forms and imagery related to music, performance, art, film, and other distinct architectural elements, such as the marquee at Victory Garden’s Biograph Theater. They were shown as part of a family of signs, unique street furniture, and sculptural elements as examples of how a brand can be reflected in a physical way. The concepts were preliminary and intended to gauge the community’s interest in wayfinding, as well as to receive feedback on the various designs. Based on input received during the process, refined examples of a Lincoln-DePaul brandmark, as well as banners and signs, are shown on this page and following pages. These designs reflect a modern aesthetic with an eye toward the next evolution of the corridor – an intersection of traditional and modern.

While the logo and branding of Lincoln Avenue as a part of the Lincoln-Halsted Hub has been explored in this project, it is important to note that these concepts should not be considered the final identity for this cultural hub. The brand that evolves to identify the Lincoln-Halsted Hub should relate to both its unique context in Lincoln Park and its character (existing or aspirational), history, culture, and strengths.

FIGURE 5: POTENTIAL LINCOLN-HALSTED BRANDMARKS

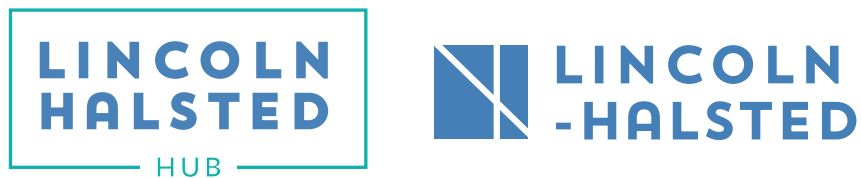


FIGURE 6: MOCKUP OF BRANDED BANNERS



WAYFINDING & SIGNAGE

Another key component of creating and reinforcing the Lincoln Avenue experience is achieved through signage and wayfinding. These elements are often the most visible components of an area's identity, since they are placed in the right-of-way – along sidewalks, on light poles, and in public spaces – and can help create continuity and awareness for people that they are in a unique place. This Plan envisions a range of wayfinding measures that provide directions and information, and guide visitors to the corridor and its many unique cultural attractions– such as branded crosswalks and placemarks, pedestrian 'trails', kiosks and more.

The branded crosswalk visualization below relates to the Lincoln Park Chamber of Commerce logo and is a highly visible way to delineate gateways into the Cultural Hubs or reinforce key intersections. This is discussed further later in the report in relation to intersection improvements.

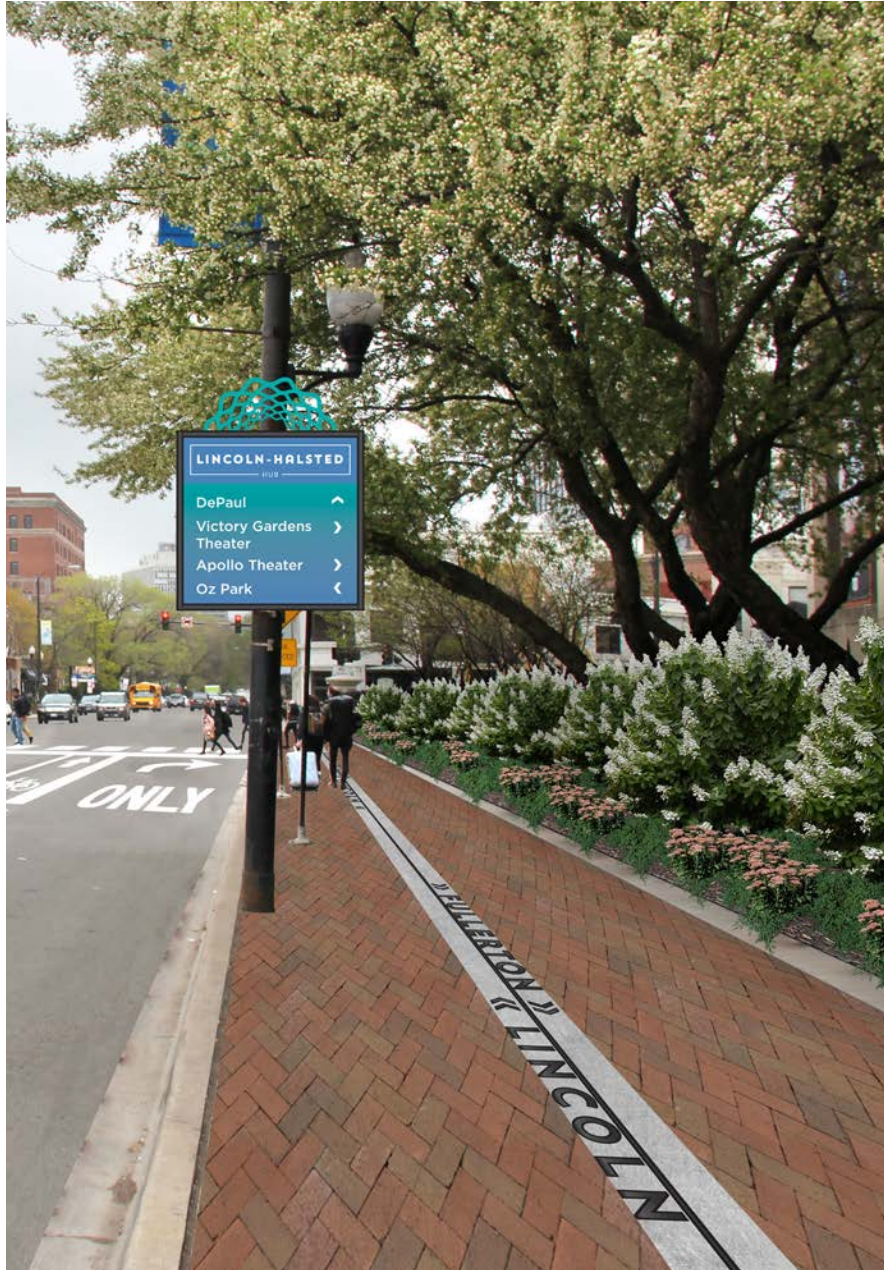
FIGURE 7: BRANDED CROSSWALK CONCEPT



FIGURE 8: LINCOLN AVE WAYFINDING CONCEPTS



FIGURE 9: FULLERTON WAYFINDING & FRONTAGE ENHANCEMENTS



A common theme discussed by many stakeholders is the need to better orient and direct people from the Fullerton 'L' Station to Lincoln Avenue. Enhanced wayfinding should be placed at the Fullerton elevated CTA station to drive visitors to Lincoln Avenue highlights. Similar signage should be placed further west on Fullerton to direct students from DePaul's campus to Lincoln Avenue.

The visualization to the left depicts how changes can be made to foster and encourage better circulation, including widening the sidewalk, creating a more welcoming frontage along DePaul's campus, and integrating wayfinding signs on existing (or new) light poles. These ideas can be combined with new kiosks and wayfinding signs at the station and potentially a path created by paint, lights, or special paving that would help lead pedestrians to Lincoln Avenue.

A map showing key locations for wayfinding signs and gateways is provided on page 42.

GATEWAY ELEMENTS

Larger and more unique gateway elements should be placed at critical arrival or connection points. Traditional elements such as monuments or 'archways', or notable art installations are recommended for corner plazas and major thoroughfares. Preliminary gateway concepts are explored in Figure 11.

An example of an important 'gateway' is where the L tracks cross over Lincoln just south of Wrightwood, creating a physical and visual barrier along the street. One concept for linking the district and creating a memorable, place-specific gateway into the central portion of the corridor, is installing unique lighting elements under the L, as shown in Figure 10. The concept depicts light columns with changing LED lights lining the sidewalk (these could reflect the Lincoln Park branding colors). Overhead reflective canopies extend between the poles, creating a glow over the sidewalk. The concept also envisions that the paving could be upgraded and mimic the pattern of the canopies. Many light manufacturers also provide options for projecting images—such as the Lincoln Park landmark—onto the sidewalk.

Gateway elements should also be placed at the major intersection within each of the three nodes-- the intersection of Lincoln and Webster, the Lincoln, Halsted, and Fullerton intersection, and the intersection of Lincoln and Diversey.

FIGURE 11: LINCOLN AVE GATEWAY CONCEPTS



FIGURE 10: CONCEPTUAL RENDERING OF ARTISTIC LIGHTING BENEATH THE L TRACKS



A conceptual visualization shows how L track lighting can be used in the study area.

STREETSCAPES & THE BUILT ENVIRONMENT

Part of creating and implementing a brand is through the physical design of places along the corridor. This is a two-fold process—the creation of the brand should be derived from the physical essence of the existing buildings and architecture, businesses, entertainment options, streetscapes, public spaces, and landmarks. Then, once the brand is established, it should be implemented through the design of new private and public spaces to ensure they capture what makes Lincoln Avenue unique.

With a major portion of the corridor currently being redeveloped and reinvented, the next iteration of urban rebirth is imminent. This includes new buildings, storefronts, plazas, parks, and streetscapes associated primarily with The Lincoln Common and Elevate projects. The style of these developments, as described by The Lincoln Common website, is “modern architecture, historic charm.” New construction should respect the charm of the existing buildings, have high quality design, and use materials that are harmonious with other buildings on the street. Many building facades have been salvaged and restored and include an updated look – large bright windows, metal canopies, and clean lines mixed with a variety of materials – in traditional urban forms that pay homage to Lincoln Park’s past.

Lincoln Avenue is poised for a fresh start in many ways. Instead of pushing against the new aesthetic, the corridor should embrace its identity as a fresh and hip place to be. This can be reflected through quality street furniture, streetscape design, paving materials, and gateway and wayfinding signs. Examples of a more modern palette of streetscape furniture and materials are shown on the following pages, and emphasize a cohesive family of elements that complement the aesthetic envisioned for the future development. It is recommended that this style of materials and elements be implemented as new streetscape projects are undertaken.

“*modern architecture,
historic charm*”



Streetscapes elements range from street lights to benches and landscaping.

STREETSCAPE PALETTE

Along other portions of Lincoln Avenue, a more repetitious pattern of streetscape elements is employed to help unify the corridor as it relates to the specific neighborhood. The ultimate goal in improving the streetscape is the establishment of a natural rhythm or pulse along the entire corridor, where a visitor's experience changes as they move from point to point.

A conceptual palette for the corridor is outlined on the following pages, and consists of three general areas of improvements.

- In high-visibility areas, **hardscape and paving options using brick, permeable concrete, or stone pavers** to break up the monotony of the predominantly concrete sidewalks are recommended. This can happen at **corners and key east west streets** including Fullerton west to the Fullerton CTA elevated stop.
- The high-quality furniture shown consists of **metal and wood with contemporary lines**. These include benches, bollards, trash receptacles, moveable urns/planters, tree grates, and bike racks.
- **Landscape beds** that collect and filter stormwater and **native street trees** provide a consistent canopy.

Multiple photo-simulations throughout this plan depict the application of these materials. Embracing this aesthetic distinguishes Lincoln Avenue as a 21st Century Street – modern, yet historic, sustainable and functional for all users. This goes a long way toward establishing a sophisticated identity for Lincoln Avenue.

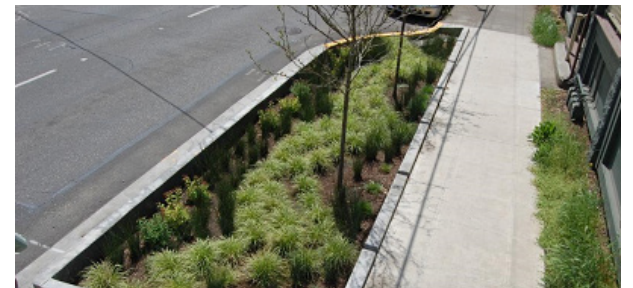
“embracing this aesthetic distinguishes Lincoln Avenue as a 21st Century Street – modern, yet historic, sustainable and functional for all users”



High quality pavers add texture in high visibility areas.



Alleys can be enhanced through entrance elements, decorative lighting, and artwork, existing lights could be improved with planters and site specific decorative lighting.



Contemporary tree grates, bike racks, lighting, planters and benches add to the character of the street while still serving their core function.

STREETSCAPE GUIDELINES

The following design guidelines are intended to be used as an aid to appropriate design and not as a checklist for compliance. The purpose of the guidelines is to build upon and enhance the unique character of the Lincoln Avenue corridor and Lincoln-Halsted Hub, as established in this plan. These guidelines are a beginning point for consideration for design related to buildings, signage, and the public realm and build upon the “Lincoln Park Guide to Good Storefront Design.” As a strategy for strengthening the visual appeal of Lincoln Avenue, it is recommended that a comprehensive set of guidelines be drafted to guide urban design.



Well spaced trees and the coordinated design of benches, trash receptacles and bollards make for a pleasant streetscape design.

- » **Locate trees approximately every 25 to 30 feet** on center, where feasible as to not block signage. Refer to the Chicago Landscape Ordinance for information on acceptable species.
- » **Replace all dead trees and provide tree grates** if they currently are planted in an open at-grade landscape area. **Retrofit tree grates** can be used to address this issue.
- » **Size tree wells appropriately** to support healthy canopies and consider structural soils to encourage longer-living trees.
- » Always maintain a **six-foot pedestrian clear zone** along the sidewalk.
- » Extend or enhance existing tree planting into **side street plaza spaces**. Use groups of trees to provide shade and to **define specific gathering areas**.

- » **Provide bike racks** regularly along the streetscape and specifically near the entrances of parks and major activity generators, such as the theaters, Depaul School of Music, and entertainment destinations.
- » **Coordinate building overhangs and awnings with sidewalk amenities**, such as benches, planters, lighting, and trees to create an engaging sidewalk experience.
- » Integrate **pedestrian-scaled lighting** into the composition of streetscapes and plazas. Lower level **bollards and small uplights** can help create unique plazas at the key side streets.
- » **Place art along Lincoln at key intersections** (see map on page 42 to identify key intersections). Consider art that interprets a **cultural story about Lincoln Park**.
- » As bump-outs are integrated at the larger intersections, particularly at Fullerton/Halsted/Lincoln, Wrightwood/Sheffield/Lincoln, Montana/Lincoln, and Webster/Geneva Terrace/Lincoln, consider **integrating native planting** to capture and filter stormwater.



Well designed public art and regularly spaced bike racks are recommended.

OPEN SPACE PROGRAMMING & PLACEMAKING

The third element that defines a sense of place comes from the area's events, culture, and programming of public spaces through placemaking. The brand is captured in the experiences people have and memories of those moments linked to the place.

To reinforce Lincoln Avenue's brand, a concerted effort should be made to add value to the street, parks, and plazas by injecting life and activity wherever possible. As noted and depicted throughout this plan, the value of a plaza or sidewalk is when it is being used by people – for theater performances, pop-up food truck rallies, art shows, music events, markets, reading, or socializing. Programs help attract people by providing an ever-changing array of new activities, preventing Lincoln Avenue from becoming stagnant or boring. Business districts and corridors are more economically resilient when they are supported with strong programs and creative placemaking.



The programming of an open space is an integral part of its identity.

THREE IDEAS for programming the public realm

1. SUMMER MUSIC SERIES AT OZ PARK, JONQUIL PARK & LINCOLN COMMON PLAZA

Set up a summer music series featuring performers from the DePaul School of Music at the entrances of Oz Park or Jonquil Park, or the Lincoln Common Plaza. Work with professors to provide extra credit for students to incentive them to participate. This can be a monthly program that engages DePaul to integrate with the community and showcase the talents of their students. The regularly-programmed event would be a great way to appeal to residents of all ages, while getting the word out about DePaul's program. Another idea for activating Oz Park is shown on page 29.

2. ROTATING PHOTO BOOTH

Place a photo booth along the sidewalk or in a plaza space with a sign inviting people to use it. Create a hashtag and invite people to share their photos on Instagram to collect the images (and collect followers for the LPCC's Instagram account). Move it around every few days to keep it fresh and Tweet out the new location. To add interest, have theaters donate old costumes (and props) for people to wear. The photos could be collected and printed big to be placed in vacant storefronts or in displays found in Oz Park or Jonquil Park.

3. COMMUNITY GARDEN PROJECT

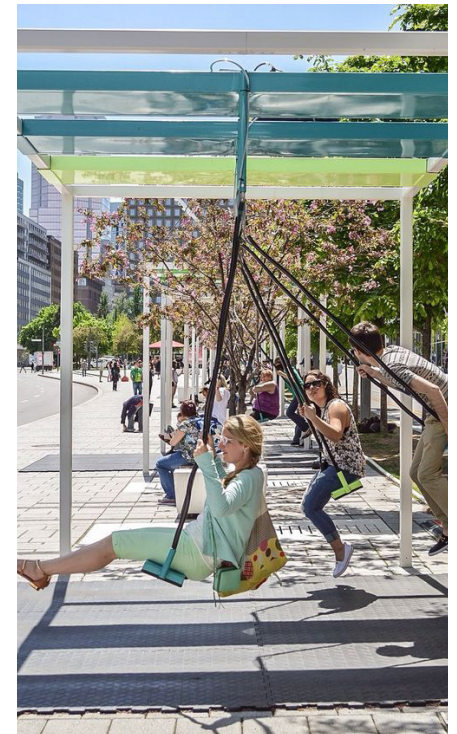
Reach out to the Peterson Garden Project to establish a Pop-Up Community Garden on the unused property of the Edith Spurlock Homes Apartments. This program focuses on educating people on gardening and inspiring them to grow and cook their own food. This would serve to activate the space and street, bring residents together, provide education on gardening, beautify the Lincoln Avenue frontage, and support local food pantries. To complement the use, consider locating a small farm kiosk along the sidewalk that sells produce from the garden. See this illustrated on page 48.

PUBLIC ART & CULTURE OPPORTUNITIES

Providing or enhancing opportunities for public art is an important aspect in the vision for Lincoln Avenue. However, proper placement and utilization of a piece of art is just as important as the artwork itself. As noted previously, Lincoln Avenue currently has a number of interesting sculptures and artistic elements, but in many cases—like the entrances to community open spaces—there are limited opportunities for seating and gathering. Where an art installation is meant to be attraction, ensuring that adequate seating and supporting amenities are provided is important.

In other instances, public art installations can be used to help add interest or beauty to an otherwise underwhelming building or space. Functional art, such as decorative bike racks, seating, or bollards, can also be employed strategically. Sculptural seating elements and decorative bollards/bike racks provide character and function. Temporary murals can enliven blank walls and alleys. Simple, unexpected elements can help to create interest and excitement in areas with limited space, such as a selfie spot/picture opportunity space on the side of the building. An interactive, musical swing installation can provide a unique, social experience in a traditional plaza. Creative, interactive art adds to a unique sense of place and will reinforce Lincoln Avenue as a destination.

try this! decorative selfie spots painted on walls ✧



Examples of art incorporated into the public realm.

One example of an important, but under-utilized open space and public art or culture opportunity is the plaza located at northeast corner of Oz Park. The corner was identified as being a high priority for improvement due to the popularity of the park, and the plaza's prominent location at the south end of the study area. Currently, the space sits mostly vacant except for some simple pavers and *The Tin Man* statue, a well known landmark. While the statue provides a strong identity element for the park, the plaza itself does little to connect the park to Lincoln Avenue and the surrounding district. The corner plaza at Jonquil Park has very similar characteristics.

Activating uses and increased branding and identity elements will help to attract people to these space and establish a strong anchors for the corner. The visualization shown on the facing page provides an example of how this type of open space can be activated through art and culture. The proposed concept imagines the plaza as an impromptu performance venue and picnic space. An unexpected element, such as a brightly decorated piano creates visual interest, invites people into the space, and enables spontaneous events and interactions. A mix of seating options are also shown to better accommodate a range of users. Finally, decorative elements – such as pendant lights and planters – and improved paving and landscaping are also shown to make these spaces more comfortable and attractive.

OZ PARK/JONQUIL PARK PLAZA how-to-guide

- 1 *String some colorful pendants and lights in the trees*
- 2 *Put moveable tables and chairs in the space*
- 3 *Place an old baby grand piano near the corner*
- 4 *Create a sign that welcomes people to play the piano or other music – could be programmed for certain times*
- 5 *Allow a kiosk that sells crepes or baked goods to locate here – food always attracts people*



Existing view of the Jonquil Park corner plaza - looking west from Lincoln/Sheffield towards Wrightwood



Existing view of the Oz Park corner plaza - looking north towards Lincoln & Webster

FIGURE 12: OZ PARK CORNER PLAZA IMPROVEMENTS



OPEN SPACE OPPORTUNITIES

There are a range of potential opportunities to enhance existing open spaces or establish new ones throughout the study area. Combined, these spaces help to establish a network of places and experiences that will draw people to the corridor. While the nature, scale, and priority level of potential improvements may vary between the different types of spaces noted below, each one plays an important role in the overall success of Lincoln Avenue.

Community Open Spaces

Currently, there are two significant community open spaces within the study area, and one planned open space in the center of the The Lincoln Common development. Each of these spaces is, or has the potential to be, a major destination and gathering point along the corridor, helping to bring people to and along Lincoln Avenue. While Oz and Jonquil Park are very large open spaces, this Plan is focused on their corner entrance plazas located adjacent to Lincoln Avenue. These spaces are generally under-utilized and are in need of enhancement to reach their full potential. While each of these spaces have corner elements and art work, they are not necessarily inviting or active, and do not tie in well with Lincoln Avenue.

Side Street / Corner Open Spaces

Travelling north along Lincoln Avenue from Webster Avenue, a network of smaller open space opportunities have been identified that could complement nearby established businesses and provide a bit of relief from the intensity of development at Webster Square and Lincoln Common (currently under construction). These spaces typically exist where the area's residential side streets - with wide public frontages and deeper building setbacks - abut Lincoln Avenue. The oblique angle of some intersections can also result in opportunities for new open space. A list of key intersections has been included to help the Chamber prioritize.

Temporary / Informal Open Spaces

The third category of open spaces encompasses temporary or informal spaces that are highly adaptable and take advantage of smaller, often overlooked opportunities for outdoor use. Bump-outs, as visualized on the following page, provide a perfect example of these types of spaces and can provide outdoor seating and dining in close proximity to associated businesses. Several opportunities for "People Spots" or "Parklets" are outlined in the Plan where outdoor space is otherwise missing, with a general assumption of one

open space per longer block segment. The parklets are created through impermanent bump-outs along Lincoln Avenue by converting specific on-street parking spaces into outdoor seating using relatively simple installations. Parklets are a very helpful tool for enabling outdoor seating along Lincoln Avenue because they do not take up limited sidewalk space. They can also be removed during colder months when parking availability is a more critical need. With the removal of the #11 bus, it is recommended that existing bus stops be converted into parklets, art installations, or large scale People Spots (Super People Spots), particularly at central locations. One location where a People Spot would ideally become a permanent bump-out and mid-block crossing is in front of Batter & Berries (see page 31 and page 42). This would connect directly to Burnt City Brewery, adding valuable public space and pedestrian linkages in the north part of the corridor.

FIGURE 13: OPEN SPACE OPPORTUNITIES*

Community Open Spaces
Oz Park
The Lincoln Common planned open space (privately owned - public access)
Jonquil Park
Side Street / Corner Open Space
Belden Avenue & Orchard Street at Lincoln Avenue
Montana Street at Lincoln Avenue
Altgeld Street at Lincoln Avenue
Wrightwood Avenue & Sheffield Avenue at Lincoln Avenue
Schubert Avenue & Seminary Avenue at Lincoln Avenue
Temporary / Informal Open Space
People Spot - between Webster & Belden Avenues
People Spot - near Lincoln Hall / Victory Gardens Theater
People Spot - between Wrightwood & Schubert Avenues
Super People Spot - South of Sheffield in front of Broken English Taco Pub
People Spot with Mid-block Crossing - between Schubert & Diversey Parkway

*see Figure 18 on page 42 for open space locations

FIGURE 14: PEOPLE SPOT BETWEEN SCHUBERT AVENUE & DIVERSEY PARKWAY



OPEN SPACE ACTIVATION

A critical consideration for any open space is how to effectively 'activate' the space to ensure that it sees frequent use, and provides a maximum benefit to the corridor's businesses and local community. In many cases along the corridor adequate open space already exists, but is simply overlooked. In some instances, the addition of simple tables and chairs may be all that is needed to attract users. **Where seating exists, but is under-utilized, consider adding activating elements such as small vendor kiosks, activities, or amenities that promote live music or performances.** This idea has particular relevance on Lincoln Avenue, where the area's theaters and the DePaul School of Music can provide an ideal source of talent for both planned and impromptu events. Other impromptu or 'pop-up' events, such as one-time, outdoor dining experiences featuring local restaurants, or a 'pop-up shop' promoting a local retail business could be facilitated by the Lincoln Park Chamber.

The image shown below is an existing, side-street open space located at Belden Avenue. A series of visualizations have been provided on the facing page that demonstrate how the space could be activated as either an outdoor dining area or a seating pocket with public art.



Belden Avenue at Lincoln Avenue - looking west down Belden.



A free library encourages people to slow down a bit.



A temporary flower stall



Brightly colored tables and chairs help to enliven a dull paved area.



A simple performance and seating helps to activate Mint Plaza in San Francisco, CA.

FIGURE 15: SIDE STREET OPEN SPACE ENHANCEMENTS, PUBLIC ART OPPORTUNITY



FIGURE 16: SIDE STREET OPEN SPACE ENHANCEMENTS, CAFE SEATING



OPEN SPACE GUIDELINES

- » Locate and (re)design open spaces to **maximize physical comfort and access.**
- » **Expand Lincoln Park's identity and character** into open spaces through the use of branded elements and the outlined streetscape palette.
- » **Consider the specific needs of nearby residents and visitors** to program the public spaces along Lincoln Avenue. **Engage and encourage community members** to establish activities and events within these spaces.
- » Provide places that **support spontaneous activities to occur.** Consider “selfie spots” and activities that focus on social media.
- » **Engage cultural institutions and businesses** to design and program activities in specific places along the corridor. A series of ideas has been provided in this report for how various institutions, organizations, or businesses can participate in programming.



Programming such as movies in the park or music in the plaza help activate spaces.

- » **Define larger parks**, such as Oz and Jonquil Parks, with a mix of **smaller spaces to encourage different uses or activities**.
- » The entrances to these large parks should be **better defined in relation to Lincoln Avenue**.
- » Consider how **orientation and visual connection** to Lincoln Avenue and surrounding streets may affect the **perception of safety**.
- » Incorporate **local art, murals, and artifacts as key features**, visibly located and optimized for educational opportunities. History is an important element in Lincoln Park and should be highlighted throughout the corridor.
- » Include **convenience establishments** such as food, flower, or news stands and kiosks at parks or plaza spaces.



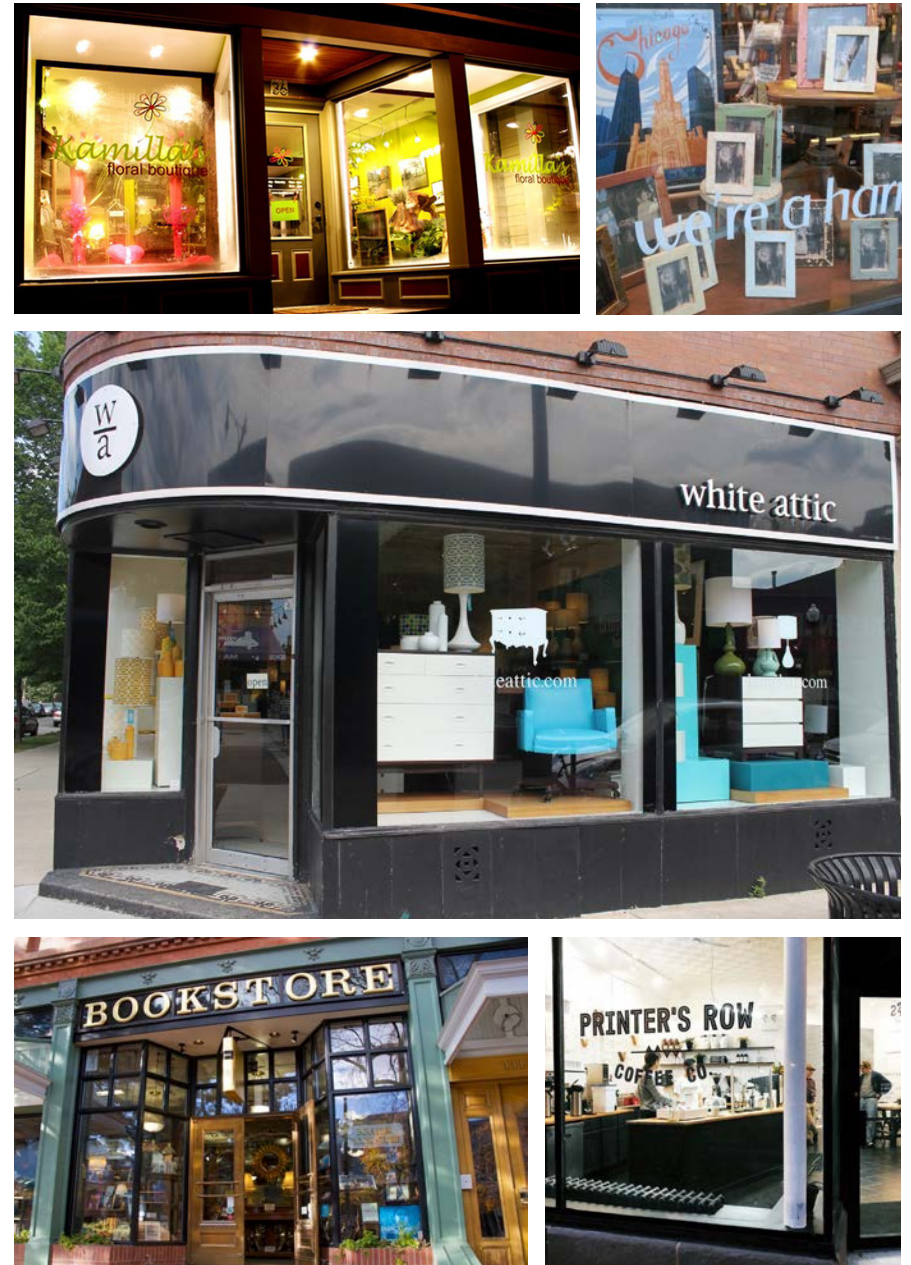
An example of a small flower shop and a music inspired mural.

BUILDINGS & STOREFRONTS

In addition to public area elements and enhancements, building frontages also represent an essential ingredient in placemaking. Ensuring that buildings and storefronts are attractive and inviting is especially critical to the success of an active commercial corridor such as Lincoln Avenue.

Some building improvements are relatively straightforward and easy to implement, such as new awnings and signage, while other improvements may require renovation. Storefront improvements such as window displays and business branding, are more operational in nature, but can also have a beneficial impact on business vitality and the overall appearance of the corridor. Attractive lettering, for example gold or silver leaf, at pedestrian height, should be encouraged on storefront windows, such as the Printers Row Coffee signage shown to the right. These simple improvements could be particularly helpful for older buildings that offer more affordable space to local businesses.

In order to implement these improvements, the LPCC should contact business owners of targeted buildings and connect them with a number of resources, from technical assistance to funding opportunities, while maintaining a relationship to ensure changes are made in a collaborative manner.



Storefront displays and strong signage add visual interest to the pedestrian experience.

BUILDING & STOREFRONT GUIDELINES

DOORS

- » Use signs to **clearly mark the entrance** to the business.
- » Encourage the use of **commercial-grade doors with glass panels** to provide visibility into the space. Do not use residential doors for businesses.

DISPLAY WINDOW

- » **Use transparent glass** and avoid reflective, tinted, or textured glass. Do not fill a window opening with modular glass block. A good rule of thumb is that **70-75 percent of the storefront should be clear glass**.
- » **Identify and preserve historic features** such as frames, molding, or decorative elements to maintain the character of traditional buildings along Lincoln Avenue.
- » For new construction or rehabilitation of existing storefronts, create a cohesive appearance by **aligning window heights and unifying window sizes**.
- » Consider mullion patterns, thickness, and spacing to **relate to existing or historic building elements or design**. A great example of this is the Red Lion Pub's storefront.
- » Take advantage of wood frame windows **by adding color or detail**.

WINDOW BASE

- » **Use high quality materials**, such as brick, stone, precast concrete, or wood to match or exceed the quality of the original.
- » Ensure that the **height of the knee wall** (base of the storefront window) **is consistent**.
- » Provide an **opaque knee wall** to create a degree of **privacy for businesses that have seating inside** (such as restaurants or drinking establishments).
- » **Maintain or restore (or uncover) original materials**, if possible. If restoration is not possible, match the original materials as closely as possible.

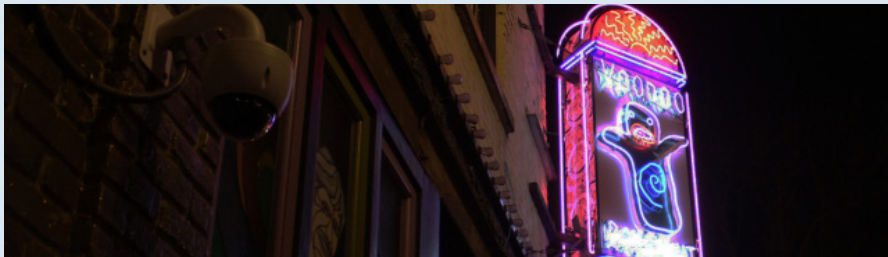


An example of a clean, colorful storefront that highlights its historic character.

continued

SIGNAGE

- » **Scale signs appropriately** to the scale of the building or storefront and locate them in the appropriate place, such as the defined architectural sign band.
- » **Remove all old, non-functioning signs**, supports, brackets, or appurtenances from previous businesses—unless they provide a desirable historic element.
- » Encourage **simple, legible signs** and graphics.
- » **Align wall or panel signs** on adjacent storefronts. Maintain a consistent size for adjacent signs.
- » **Structural components of all signs**, including supports, electrical conduit, and receptacle boxes should be covered, painted, designed, or integrated to be **visually unnoticeable or unobtrusive**.
- » **Encourage creative graphic or three-dimensional signs** that quickly identify the type of business.
- » **Use durable materials** such as metal, outdoor grade plywood, or molded letters.



An example of a well designed modern neon sign..

- » **Encourage blade signs perpendicular to the building façade** to relate to Lincoln's high pedestrian volume.
- » Ensure that blade signs have a **minimum of 8 feet clear from the sidewalk**. Avoid hanging blade signs from long chains that can get blown in the wind.
- » Use **lighting as a design element** to highlight signs. Appropriate lighting can be in the form of goose neck or modern down lights or neon. Avoid excessive illumination.
- » Use **matte or satin finishes for signs**; avoid glossy or shiny surfaces.
- » **Do not cover too much of the storefront** with signage.
- » To help establish Lincoln Avenue as a nighttime entertainment district, **encourage the use of neon signage, where appropriate**. Neon signs are especially effective in the following situations:
 - *Where small amount of sign area is desirable;*
 - *The storefront is in shadows or bright sunlight that makes other types of signage difficult to see;*
 - *Transient accommodations (vacancy/no vacancy signs) and food service establishments. Both rely on and provide basic services (lodging and food) that can be succinctly communicated with neon signage ("pizza", "Mexican food", "espresso", etc.).*

WINDOW GRAPHICS

- » Allow and **encourage window graphics** to reinforce the business brand and to capture attention.
- » Use window graphics to **obscure the bottom of a professional office waiting room**. Do not block more than 30 percent of a window with signs or graphics.
- » **Distinctly list business hours** of operation, services, and/or merchandise on doors or windows.

AWNINGS

- » Encourage awnings with **simple shapes** made from **durable dyed-acrylic fabric**. Do not allow plastic or vinyl awnings.
- » **Encourage lights** under awnings to illuminate the sidewalk or building entrance.
- » Use **consistent sizes, shapes, and locations** for awnings when used on the same or adjacent buildings.
- » **Highlight architectural details**, columns, or frames with awnings.
- » **Avoid oversized or continuous awnings**.

LIGHTING

- » Design lighting to be **consistent in scale and style** to the storefront design.
- » Encourage the use of **sconces** and other building lighting to **accent the architectural features** of the façade.
- » **Shield flood lights or security lighting** to avoid glare or light pollution.
- » As lights are installed, **direct them to the sign, public way, or façade** and avoid allowing light to spill into upper-story residential units.
- » Use **inconspicuous** light fixtures.
- » **Avoid using too many light fixtures**.



Sconces enhance the architectural features of the building.

TARGETED FACADE
IMPROVEMENT
OPPORTUNITIES

Community participation efforts, along with the planning team's internal analysis led to the identification of a number of buildings along the corridor that should be targeted for improvements.

The map Figure 17 identifies recommended targets for building and facade improvements on Lincoln.

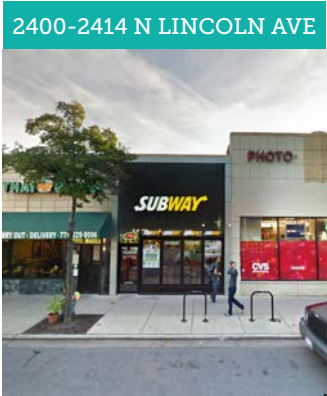
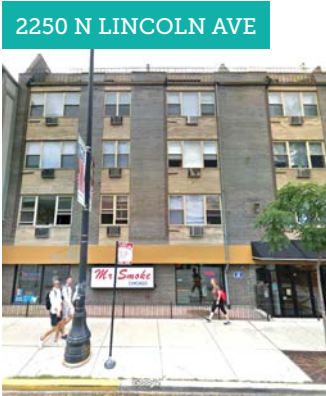
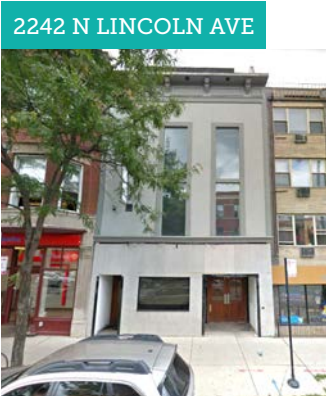
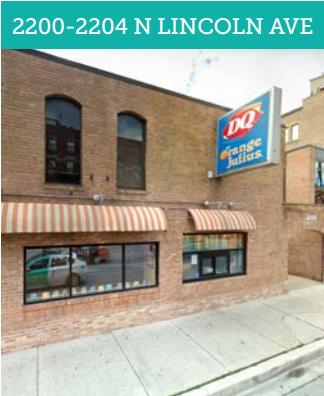
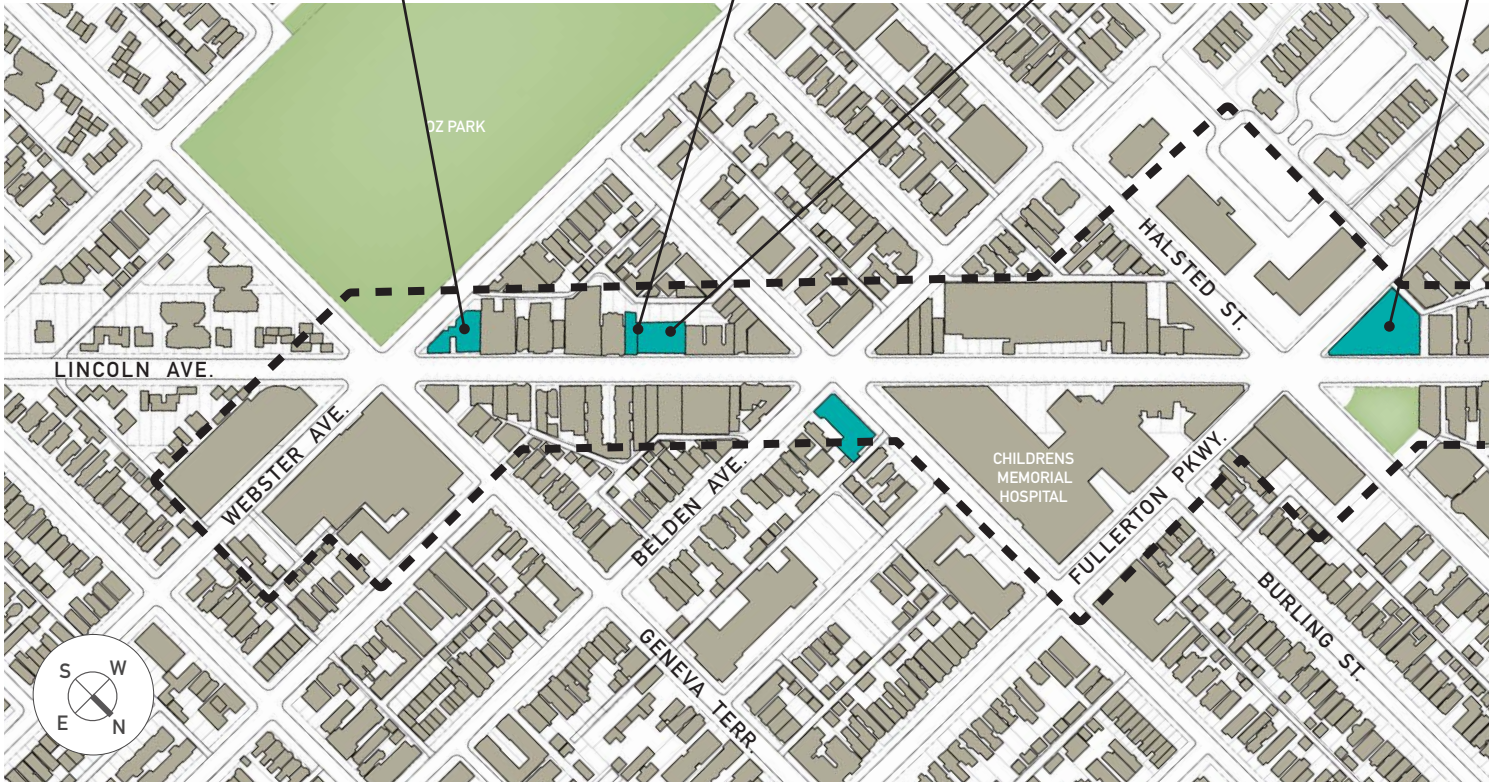
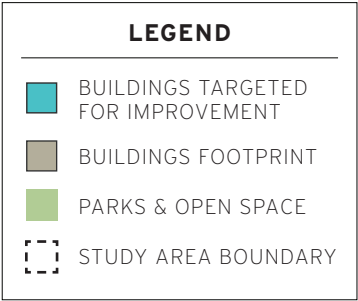


FIGURE 17: LINCOLN AVENUE
CORRIDOR TARGETED FACADE
IMPROVEMENTS



2451 N LINCOLN AVE



2519-2527 N LINCOLN AVE



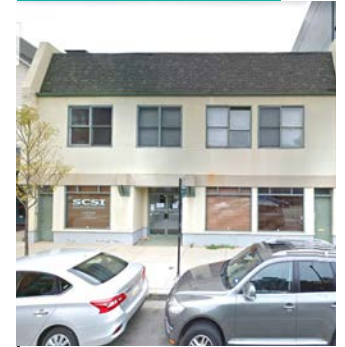
2547 N LINCOLN AVE



2654 N LINCOLN AVE



2742 N LINCOLN AVE

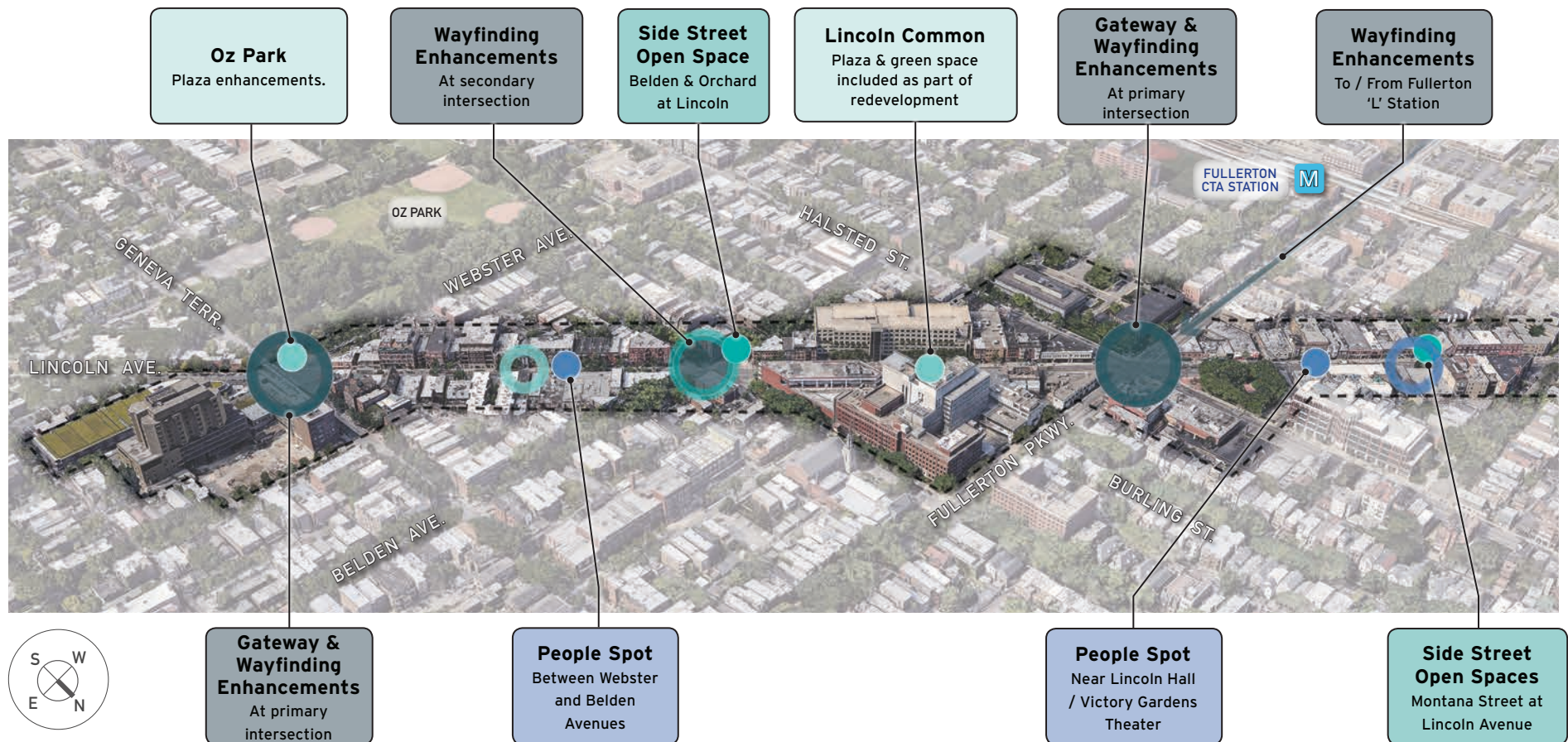


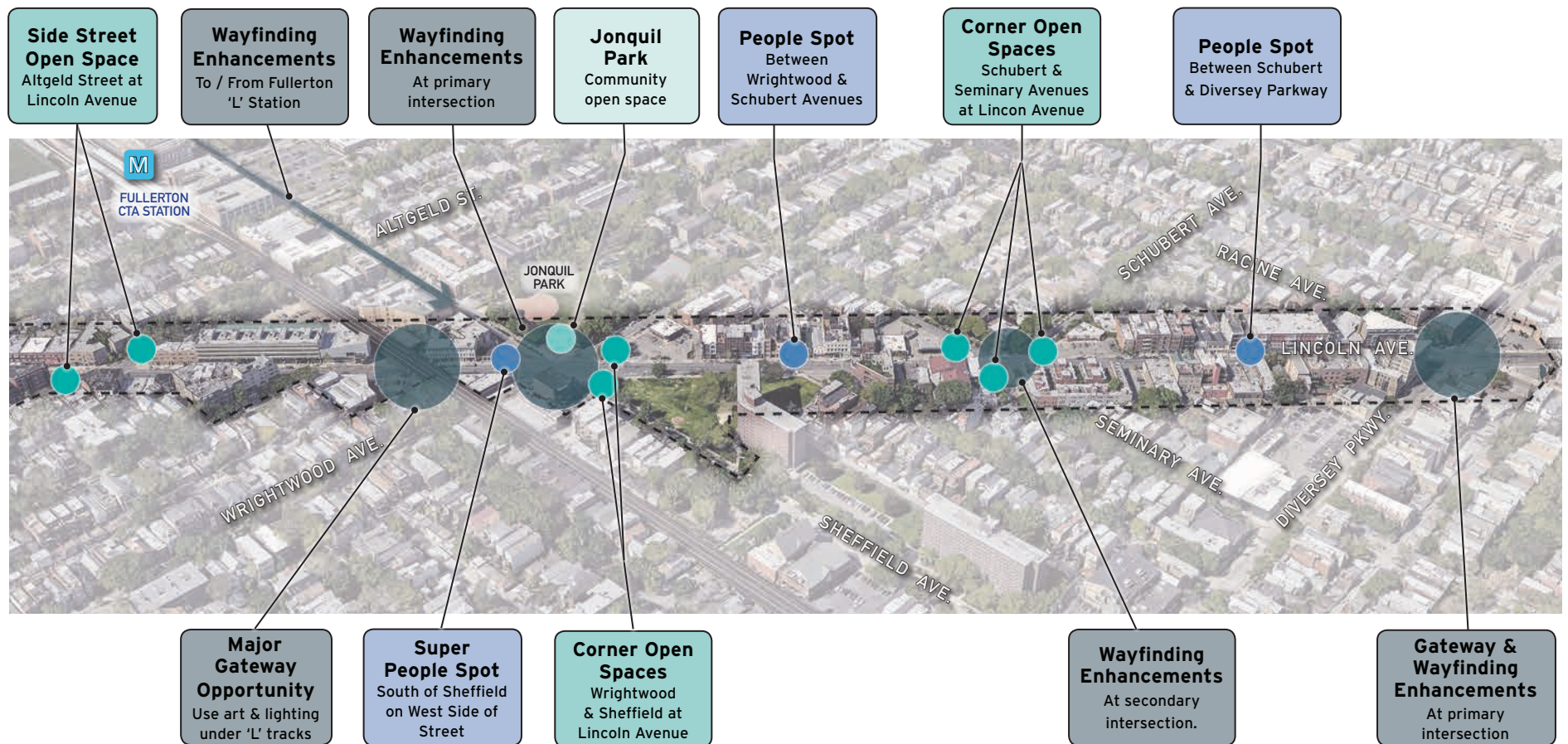
OBJECTIVE 1: MAPPED STRATEGIES

The map below highlights strategic locations discussed in Objective 1.



FIGURE 18: OPEN SPACE, WAYFINDING & PLACEMAKING OPPORTUNITIES





OBJECTIVE 2

BUILD ON MOMENTUM FROM NEW DEVELOPMENT

Development Opportunities

Business Attraction/
Retention Strategies

Objective 2: Mapped Strategies

With a number of major redevelopment sites now under construction along Lincoln Avenue, there is a clear community understanding and appreciation of the fact that the corridor is experiencing significant change. Once completed, these developments will bring new retail opportunities, increase the local customer base, and help to attract more visitors to the area. New construction will also provide opportunities to make major physical improvements throughout the corridor through both public and private sector investment.

In addition to new, catalytic projects, there are a number of opportunities for infill and redevelopment sites along the corridor that will become more desirable as local real estate values increase. Until the full redevelopment vision is achieved, temporary placemaking strategies, such as pop-up shops and community gardens, can be implemented in the short-term.



*An aerial view of The Lincoln Common Development looking southeast
Source: Hines/McCaffery (The Lincoln Common Brochure)*

DEVELOPMENT OPPORTUNITIES

While a remarkable amount of development is currently underway along Lincoln Avenue, there are a number of additional opportunities for development in the future, and a host of strategies that can be employed to take advantage of both on-going and future efforts.

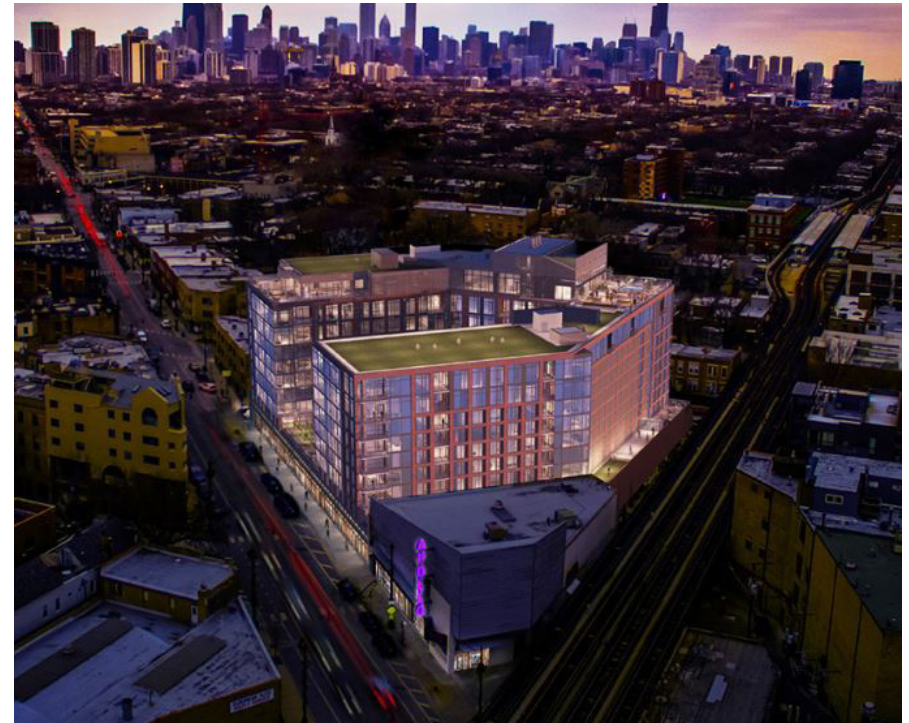
UNDER CONSTRUCTION: CATALYTIC PROJECTS

The new developments under construction will add more than 1,100 residential units to this part of Lincoln Avenue, providing additional market support for the existing businesses as well as new ones located along the corridor. The high-quality nature of these new developments will indeed cause some pressure on residential and commercial rental rates. However, it should be noted that affordable rental units will be included in the residential counts providing some balance to residential prices. On the commercial side, the new development that will open in The Lincoln Common, Elevate, and the other new mixed-use projects will generate excitement on the part of retailers and businesses, and it is reasonable to expect renewed interest in spaces that have stood vacant for some time. Larger Developments should provide free, validated short term parking for their customers and reasonable parking rates for visitors to other retail establishments along the corridor.

INFILL & REDEVELOPMENT OPPORTUNITY SITES

Following the completion of the active redevelopment projects noted above, future growth in the corridor will primarily occur as smaller residential and mixed-use redevelopment projects. With the exception of a few significant opportunity sites that remain—such as the Research Center of Halsted north of Fullerton—redevelopment of under-utilized properties will become more important and advantageous as real estate values increase. In addition, property located within the corridor will be able to take advantage of the TOD ordinance on B/C/M-3 zoned parcels, further increasing their desirability.

A vast majority of the remaining redevelopment or infill development sites identified in this planning effort are located towards the north end of the study area. This area tends to be far more auto-dominated and also more generally defined by personal or professional services, as opposed to active retail uses more common in other portions of the corridor.



An aerial view of Elevate Development looking southeast
Source: Elevate Lincoln Park website

FIGURE 19: NEW DEVELOPMENT

Catalytic Projects
Webster Square - under construction
The Lincoln Common - under construction
DePaul School of Music - under construction
Elevate Development - under construction
New Infill Development at Lincoln & Diversey (outside SSA) - under construction

*see Figure 22 on page 52 for development locations

While the market for daytime shops and restaurants may be stronger closer to DePaul and the core sections of the study area, there could be some demand for more food & beverage stores, restaurants, and non-retail fitness and entertainment destinations in this northern segment. This assessment is based on trends in today's retail environment as well as market conditions along the Corridor. The leakage (or gap) analysis for the Primary Market Area provided later in this report on page 114) shows the categories of businesses that are attracting patrons to the area as well as those that are under-represented.

Working with local building owners and the brokerage community will help to identify opportunities more specific to this part of the Corridor, and provide insights into the types of stores and businesses that are interested in the Corridor and specific efforts that will encourage and support them.

TYPES OF USES

In light of the dramatic changes on Lincoln Avenue, the community brought up potential concerns regarding the types of uses that will be coming to the corridor and whether or not they are in line with the community's vision. Ideally, the corridor will continue to feature a diverse mix of uses, and include a thriving community of independent and locally-owned businesses. Most importantly, the Chamber should continue to market Lincoln Avenue to capture new retail opportunities, service businesses, and restaurants that take advantage of the multiple entertainment offerings. In particular, a retail anchor near the intersection of Diversey and Lincoln should be considered to encourage more foot-traffic in the northern section of the study area. If successful, the corridor's mix of businesses will serve the needs of students, young professionals, families, and empty nesters alike.

In the Meantime

Where auto-dominated uses or vacant sites remain, the use of temporary or informal development efforts can help to fill gaps in the pedestrian experience until more formal development can occur. 'Pop-up' shops, food truck hubs, and even non-commercial uses such as community gardens or sculpture walks could be installed on open sites to help draw people in and maintain interest.



A few food trucks and some temporary tables and chairs are all that is needed to activate an under-utilized site. These situations can lead to brick and mortar establishments as uncertain locations or new food concepts are proven.



An example of a straightforward conversion of an auto-oriented use into an active dining opportunity with a large outdoor gathering space.

An informal or phased approach to development could also be used to improve some of the disparate auto-oriented sites along Lincoln Avenue which significantly detract from a more traditional pedestrian shopping environment. The concept below envisions the re-use of a convenience store as a cafe, brewery, or restaurant with the parking lot converting to an outdoor plaza. This would allow 'pop up' events (food truck rallies, small markets, or community game nights) to add energy and activity to the street. Simple changes include planting trees and flowers and adding permeable pavers, artful bike racks, and a community events sign or kiosk. This image also imagines a new mixed-use development on the vacant frontage at Edith Spurlock Sampson Apartments site across Lincoln Avenue in the background, which would fill in the gap that exists north of Wrightwood along Lincoln Avenue.



FIGURE 20: CONVENIENCE STORE REUSE VISUALIZATION



The portion of Lincoln Avenue adjacent to the Edith Spurlock Sampson Apartments property, just north of Wrightwood Avenue, was specifically noted as being in need of improvement. The streetwall is incomplete in this area, and there is very little to help buffer pedestrians from fast moving traffic. Ultimately, new infill development is recommended in this location, with retail on the first floor and residential units above. However, instead of waiting for new development to occur, one option for improving the corridor is to create a more inviting community-based place near the corner.

The improvement concept shown below depicts a community garden space with an arched entrance connected directly to Lincoln Avenue. A shorter fence with landscaping offers multiple entry points to this new gathering space. Other improvements include a wider sidewalk, brick pavers, a defined bike lane, new landscaping at the corner, and branded wayfinding signage on the light pole. One partner that could help with the garden initiative is the Peterson Garden Project (described on page 24). Concept B depicts a mixed use building with a corner plaza on this parcel (also depicted in Figure 20).



The below concept would require coordination with the property owner. It was noted during the process that this inactive frontage is a major barrier to Lincoln Avenue as a cohesive commercial street.

FIGURE 21: EDITH SPURLOCK SAMPSON APARTMENTS SITE ENHANCEMENTS VISUALIZATIONS (A & B)

PROPOSED A



PROPOSED B



BUSINESS ATTRACTION/ RETENTION STRATEGIES

It will take several years before the development described in this plan is fully realized, but there are a number of actions that can be taken to shore up existing development in the meantime.

MARKETING EFFORTS

If deployed successfully, marketing efforts can help support a healthy mix of locally-owned businesses in smaller, older spaces along with the newer “credit-worthy” tenants that will likely occupy the more expensive space in the new developments.

To facilitate these marketing efforts, the Chamber should make it a priority to gain more information on current ownership, lease terms, and regulatory or environmental constraints that might impact the redevelopment potential for the identified opportunity sites. Sources could include the current owners; brokers active in the market; the City of Chicago's departmental websites and data portals; and secondary sources such as CoStar, Esri Business Analyst or Chicago Cityscape.

By monitoring existing vacant commercial spaces and reaching out to existing landlords, the Chamber will be able to establish stronger relationships and determine the causes of the vacancies and types of businesses most interested in the area. These conversations can lead to specific efforts that the Chamber can take on that will help to recruit new tenants and fill the spaces, and can help the Chamber establish benchmarks for success. The Chamber can ask retail owners or managers to keep informal tallies of foot traffic, average individual transaction amount, strongest hours of operation and gross sales. These metrics, combined with on-street and business owner surveys, can help Lincoln Avenue businesses to understand their performance year-to-year, as well as help the Chamber measure its progress in executing the plan objectives.

RELATIONSHIP BUILDING

Building healthy relationships with the commercial brokerage and real estate development community is also important for the Lincoln Park Chamber. Knowing and meeting regularly with the brokers active in this market will help the Chamber understand their clients' needs and concerns, as well as to help publicize available spaces. In a rapidly changing retail and restaurant climate, working closely with the real estate industry will help fill vacant spaces with the types of tenants that the Chamber is seeking. It will also help inform area residents and businesses about new buildings coming on the market, such as the Stanley Manne Research Institute and adjacent property.

SMALL BUSINESS EMPHASIS

Locally owned businesses are a key component to any commercial corridor, adding a distinct, neighborhood identity. These unique shops complement larger national firms in meeting the needs of the community, and the Chamber must make attracting and growing locally owned businesses a priority in the Lincoln Avenue Corridor. The Chamber should keep an inventory of local businesses already in the area or businesses that may be a good fit for the Corridor, along with an understanding of the space requirements for these businesses. This way, when utilizing relationships with the commercial brokerage and real estate community, the Chamber will have a better idea of where these smaller businesses are best suited for maximum impact on the Corridor and greater Community.

OTHER STRATEGIES

In addition to meeting regularly with real estate interests and continuing to publicize available spaces, a host of other strategies can be explored, including the following:

- **Provide assistance to small business owners** seeking various types of city services and/or approvals. Information on various incentives can also be passed on to businesses. These efforts should be coordinated with the Alderman's office.
- **Engage students** at DePaul University for business assistance, in areas such as graphic design, marketing, and business strategy.
- **Host events that showcase the local businesses** and help businesses network and reach out to new customers. These events should be tied to the new streetscape and "branding" efforts.
- **Collaborating with DePaul University** is highly desirable, through coordination with the School of Music in programming performances in open spaces, and through the coordination of calendars and events, as well as the marketing of events.
- **Enhance on-line presence and marketing efforts** to help attract more visitors to Lincoln Avenue, especially for special events or cultural activities. This can be done in a number of ways: the streamlining of social media processes so all platforms receive consistent information at one time across all platforms; by growing the social media follower count; and presenting unique, concise content promoting local events and businesses.



DePaul University students can be engaged as resources for Lincoln Avenue



Musical events and fundraisers through DePaul's Community Music Division could become collaborative events, utilizing Lincoln Avenue's open spaces and performance spaces.

- **Create a Lincoln Avenue Implementation website** that builds on the momentum from the project, tracks progress on recommendations, and lets people know how to stay involved.
- **Encourage pop-up stores in vacant spaces or public space**, where appropriate. Provide art or promotional displays for area businesses in vacant storefronts.
- **Provide technical expertise and resources** to local business owners to improve signage, storefront displays, and merchandising.
- **Provide SSA funding for façade and building improvements.**



Pop-up shops and cafes provide entrepreneurs with an low-risk option to test an idea.

OBJECTIVE 2: MAPPED STRATEGIES

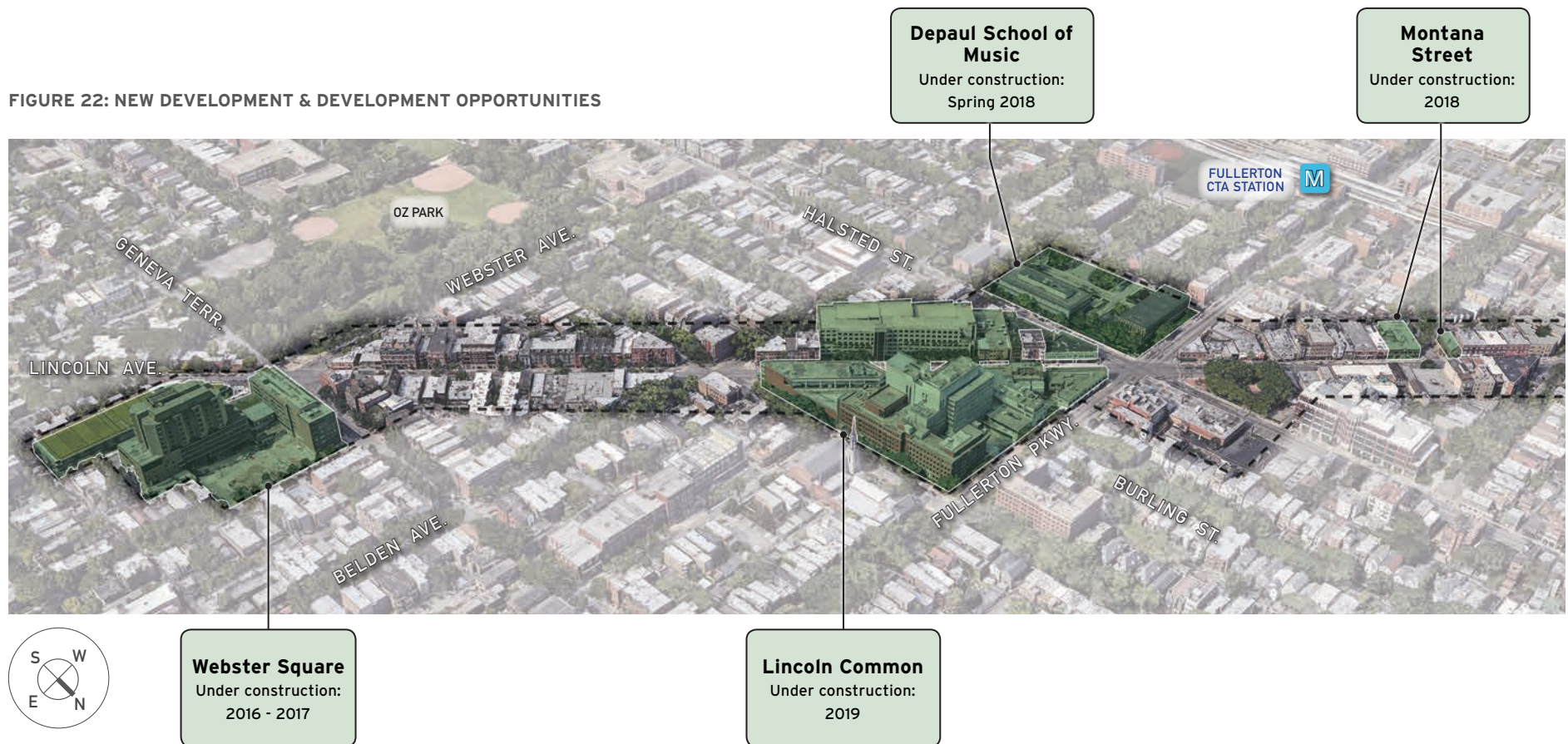
The map below highlights strategic locations discussed in Objective 2.

LEGEND

CATALYTIC PROJECT

STUDY AREA BOUNDARY

FIGURE 22: NEW DEVELOPMENT & DEVELOPMENT OPPORTUNITIES



**Elevate
Development**
Under construction:
2017

**New Infill
Development**
Previously vacant lot at
Lincoln & Diversey, 2017



OBJECTIVE 3

INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

Intersection Anatomy

Intersection Design Elements

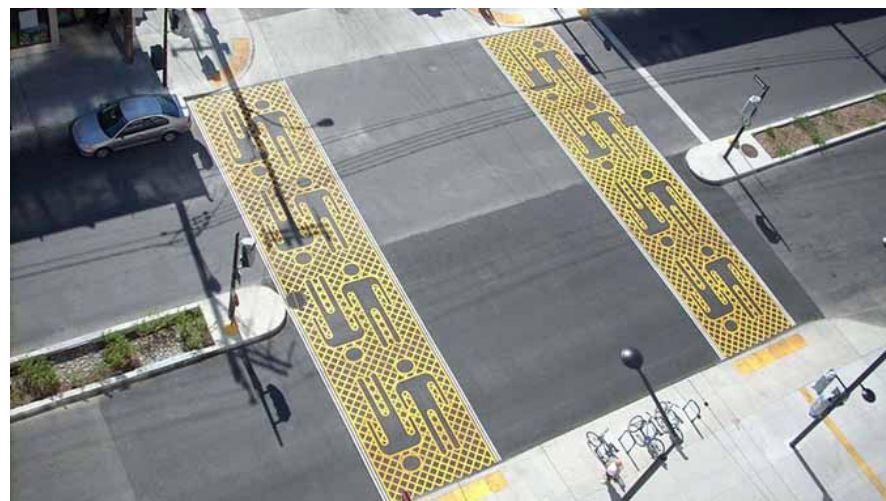
Intersection Diagrams

Objective 3: Mapped Strategies

Given the local community's strong proclivity towards walking and biking, efforts to improve the safety and comfort of pedestrians and bicyclists can provide a range of significant positive impacts along the entire corridor. While the policies described in this report emphasize this core idea, the first objective is best achieved through improvements that address a wide range of transportation modes in a holistic manner:

PEDESTRIANS

While this plan addresses increased safety and comfort for all modes, priority is given to the pedestrian experience. For this reason, enhancements are recommended at all six of the major intersections covered by the Study Area. In these locations, crossing distances should be reduced through corner bump-outs wherever feasible. Other enhancements include high-visibility and/or decorative crosswalks, improved signal timers, and longer crossing times. Another potential intersection improvement explored in this plan as a way to reduce pedestrian crossing distances is the use of direct east-west crosswalks across Lincoln.



Highly visible pedestrian crossing.

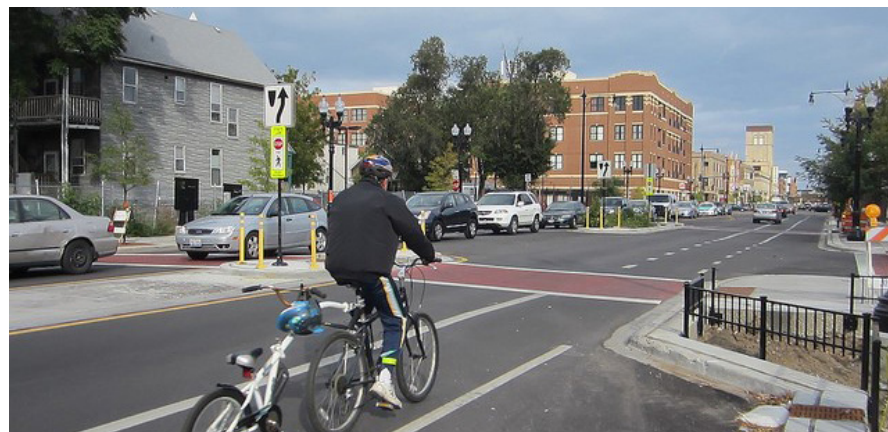
Enhanced crosswalks should also be implemented where Lincoln Avenue intersects with smaller side streets, as well as at a few key mid-block locations along the corridor where pedestrian activity is especially high. While crosswalks and stop or yield signs do currently exist in many of these locations, where missing or deficient they should be upgraded to ensure high visibility. Bump-outs or pedestrian refuges should also be considered in these instances.

CYCLISTS

Lincoln Avenue currently has a range of bike-related improvements and amenities, however the overall experience for bikers is relatively inconsistent. Where missing, bike lanes should be added to ensure a continuous network, including at major intersections, which are particularly difficult for bikers to traverse. In these locations, bike boxes are also recommended.

All bike lanes should include appropriate markings and be highly-visible. Protected bike lanes can also be explored as bike travel increases. In specific points where the roadway narrows forcing bikers into traffic – such as under the L tracks – parking spaces could be relocated to maintain a consistent lane.

Divvy bike-share stations are common within the corridor, but personal bike parking is limited. In strategic locations, on-street bike corrals are recommended in parking lanes. These facilities can be a major benefit to local businesses, as just one car parking space can be replaced by dozens of bikes.



Painted bike lanes, enhanced crosswalks and on-street bike racks.

INTERSECTION ANATOMY

While enhancements are shown throughout the corridor, the overall approach recommends that the impact and intensity of improvements be increased at major intersections or critical nodes of activity. This helps to heighten awareness and the sense of arrival at the corridor's most active points.

The following pages identify four types of intersections or crossings - primary, secondary, and side-street intersections, as well as mid-block crossings - with each having a range of components that should be considered for implementation. Many of the recommended improvements are included in recent community benefit agreements negotiated as part of major redevelopment projects, however a more comprehensive range of improvements should be the goal.



A **primary intersection** at Lincoln / Webster / Geneva



A **secondary intersection** at Lincoln / Belden / Orchard



The **side street intersection** at Lincoln & Lill Avenues

PRIMARY INTERSECTIONS

The study area includes four primary intersections located at regular intervals. In each case, these intersections are formed by the crossing of Lincoln Avenue by two other important corridors, resulting in increased vehicular traffic, bicycles, and pedestrian counts. Mitigating this congestion, while maintaining the safety and comfort of all users is a top priority, and is achieved through the use of a range of design elements and operational measures in concert with one another. Providing gateway and wayfinding elements in these areas is also critically important.

SECONDARY INTERSECTIONS

Within the study area, there are two other three-way or multi-directional intersections that also function as important access points, but to a somewhat lesser extent than the primary intersections noted above. In these instances, a similar set of enhancements should be considered, however the improvements may be less intensive or be implemented as a lower priority. Similarly, branding elements in these locations should be smaller in scale and intensity to reflect a slower, more pedestrian-oriented environment.

SIDE STREET INTERSECTIONS

In addition to the larger intersections identified above, a number of smaller side street intersections exist along corridor as well. In these locations, the ability for pedestrians to cross the street safely and conveniently is critical to ensure that Lincoln Avenue is pedestrian-friendly in its entirety. In most locations the side street intersections are already appropriately signed and marked, however public realm space is often under-utilized. In these cases, decorative crosswalks, additional furnishings and streetscape enhancements can create a more pedestrian friendly environment.

MID-BLOCK CROSSINGS

In a few notable instances, long block lengths result in jaywalking or generally discourage pedestrian crossing altogether, to the detriment of local businesses. As noted in the Intersection Improvements diagram on page 66, two mid-block crossings are recommended to allow for safer and more fluid pedestrian movement.

FIGURE 23: INTERSECTION & CROSSING ENHANCEMENTS*

Primary Intersections
Webster Avenue & Geneva Terrace
Fullerton Parkway & Halsted Street
Wrightwood Avenue & Sheffield Avenue
Diversey Parkway & Racine Avenue
Secondary Intersections
Belden Avenue & Orchard Street
Schubert Avenue & Seminary Avenue
Side Street Intersections
Montana Street
Altgeld Street
Lill Avenue
Kenmore Avenue
Mid-Block Crossings
2248 N. Lincoln Avenue
2740 N. Lincoln Avenue

*see Figure 29 on page 66 for intersection and crossing locations

INTERSECTION DESIGN ELEMENTS

The following is a summary of key intersection enhancements to be considered as part of corridor improvement efforts. Each of the elements described below should be designed and implemented in accordance with the surrounding context and intended use. Illustrations are provided on the following pages that demonstrate how these types of enhancements can be employed in some of the study area's most critical intersections.

BUMP-OUTS

In many cases where on-street parking is not permitted immediately adjacent to street corners, existing curb lines can be extended to include these areas. The resulting 'bump-outs' help to calm traffic and improve pedestrian comfort by reducing overall street widths and reducing crossing distances. In addition, the new areas can be planted, be used for seating, enable additional furnishings and signage or branding elements. The size and placement of bump-outs should be carefully examined to avoid the excessive removal of on-street parking or critical impediment to vehicular turning movements.

IMPROVED PEDESTRIAN CROSSINGS

While painted crosswalks generally exist at the major intersections, the Chamber should work with the City to explore higher-visibility striping, such as 'ladder-style' crosswalks, or similar markings. These improvements also provide an opportunity to employ additional corridor branding through unique colors, patterns, or styles.

REALIGNED CROSSWALKS

A number of existing crosswalks could be pulled back off of the street corner to create a more direct, perpendicular pedestrian crossing. These crossings could be further identified and protected by new bump-outs.

In some instances, completely new crosswalks could be installed that establish even more direct pedestrian movements across Lincoln Avenue. Within the study area, the ability to cross directly from east to west along Webster Avenue, Fullerton Parkway, and Wrightwood Avenue would be particularly beneficial. These types of crossings already exist in Chicago, including at the intersection of Lincoln Avenue and Irving Park Road in the North Center area.



Bump-outs narrow roadways and provide streetscaping opportunities.



Decorative crosswalks promote an area's brand and provide visual interest.



Bump out at key locations – see full rendering on page 31.

BIKE FACILITIES

A number of bicycle related improvements are recommended as part of this plan and are especially necessary at key intersections where bicyclists encounter traffic moving in multiple directions. Bike lanes do currently exist along much of the corridor, but lane markings are not typically included within these intersections. It is recommended that some form of lane striping be added to provide a visual indication to both bicyclists and drivers that there is a pattern of movement to be aware of.

Another important biking-related improvement is the inclusion of bike boxes, which establish a dedicated space for bicyclists to congregate when stopped at an intersection. These boxes are located in front of vehicle stop bars to ensure the motorists see bicyclists, thereby increasing the safety and ease of left-turn movements and also providing bikers a head start on moving through an intersection.

PEDESTRIAN COUNTDOWN TIMERS

Wherever possible, pedestrian countdown signals should be added or have their cycles extended. When pedestrian crossings encounter higher amounts of vehicle turn movements – for example cars turning on and off of Fullerton – ‘leading’ pedestrian and bike signals that provide a head start on crossing the street are also highly recommended. The pedestrian crosswalk signals at this particular intersection of Lincoln, Fullerton and Halsted should be reviewed to improve safety.

UPDATED TRAFFIC SIGNALS

Signal timing throughout the corridor should be examined to ensure that vehicular traffic is flowing smoothly through coordinated signalization, thereby reducing excessive back-ups. The introduction of dedicated trailing left-turn signals may also be warranted at major intersections, including Fullerton Avenue and Wrightwood Avenue in particular. Finally, as pedestrian levels increase and some of the more intensive intersection enhancements described in this plan are implemented, the prohibition of certain left-turn movements should also be examined.



Marked bike lane and striping



Bike box and painted bike lane



Pedestrian countdown timer

BRANDING AND WAYFINDING ELEMENTS

Intersections provide a valuable opportunity to promote the identity of Lincoln Avenue and capture people's attention as they pass through the area. The inclusion of wayfinding elements such as directional signage and information kiosks should also be a high priority in these locations. Gateway elements located at the primary intersections can have a significant impact on promoting the overall awareness and identity of Lincoln Avenue. Additional information about corridor branding and wayfinding elements are provided later in this report.

CORNER OPEN SPACE AND PLAZA ENHANCEMENTS

Communal open spaces or entrances to large parks occur at a number of the corridor's primary intersections. Improvements that help to better connect these spaces with Lincoln Avenue – such as gateway features, decorative paving, public art, and seating pockets – are a valuable way to draw people into the study area while also improving the aesthetics of the intersection. In locations with less vehicular traffic, bump-outs or wide sidewalk areas can provide opportunities for outdoor dining and gathering.



Branding and wayfinding elements, as discussed on page 19.



Open space enhancements at key intersections, as discussed on page 29.

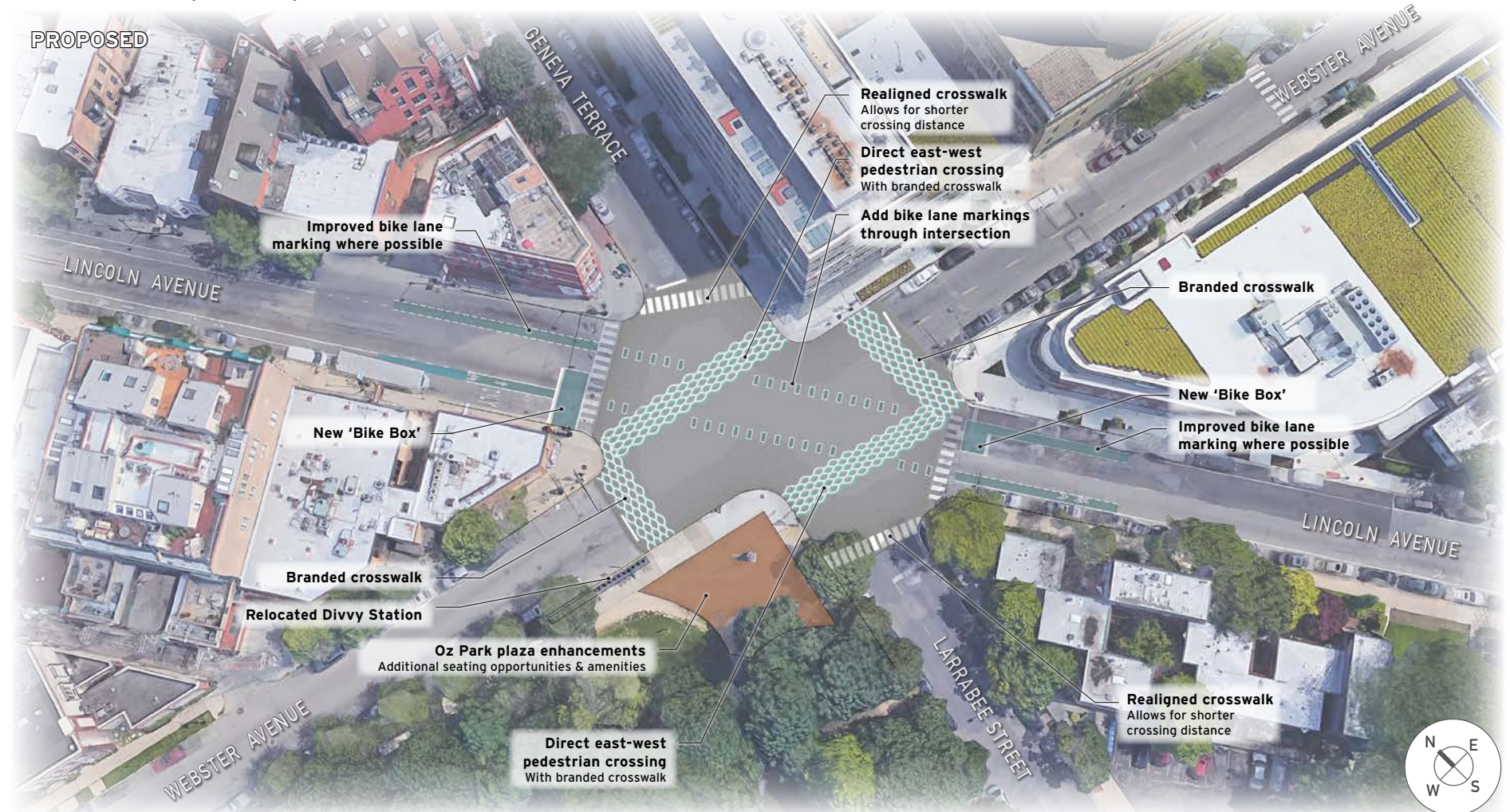
INTERSECTION DIAGRAMS

LINCOLN / WEBSTER / GENEVA TERRACE INTERSECTION ENHANCEMENTS

The concept shown below emphasizes reduced crossing distances using realigned crosswalks. The layout of these elements has been coordinated with bus stops and on-street parking to reduce impacts and minimize congestion as much as possible. A direct east-west crossing is shown on Webster, with highly visible Lincoln Park branded crosswalks. More thematic crosswalks that play off elements of the Lincoln-Halsted Hub would also be appropriate. Bike boxes and improved lane markings are recommended where appropriate.



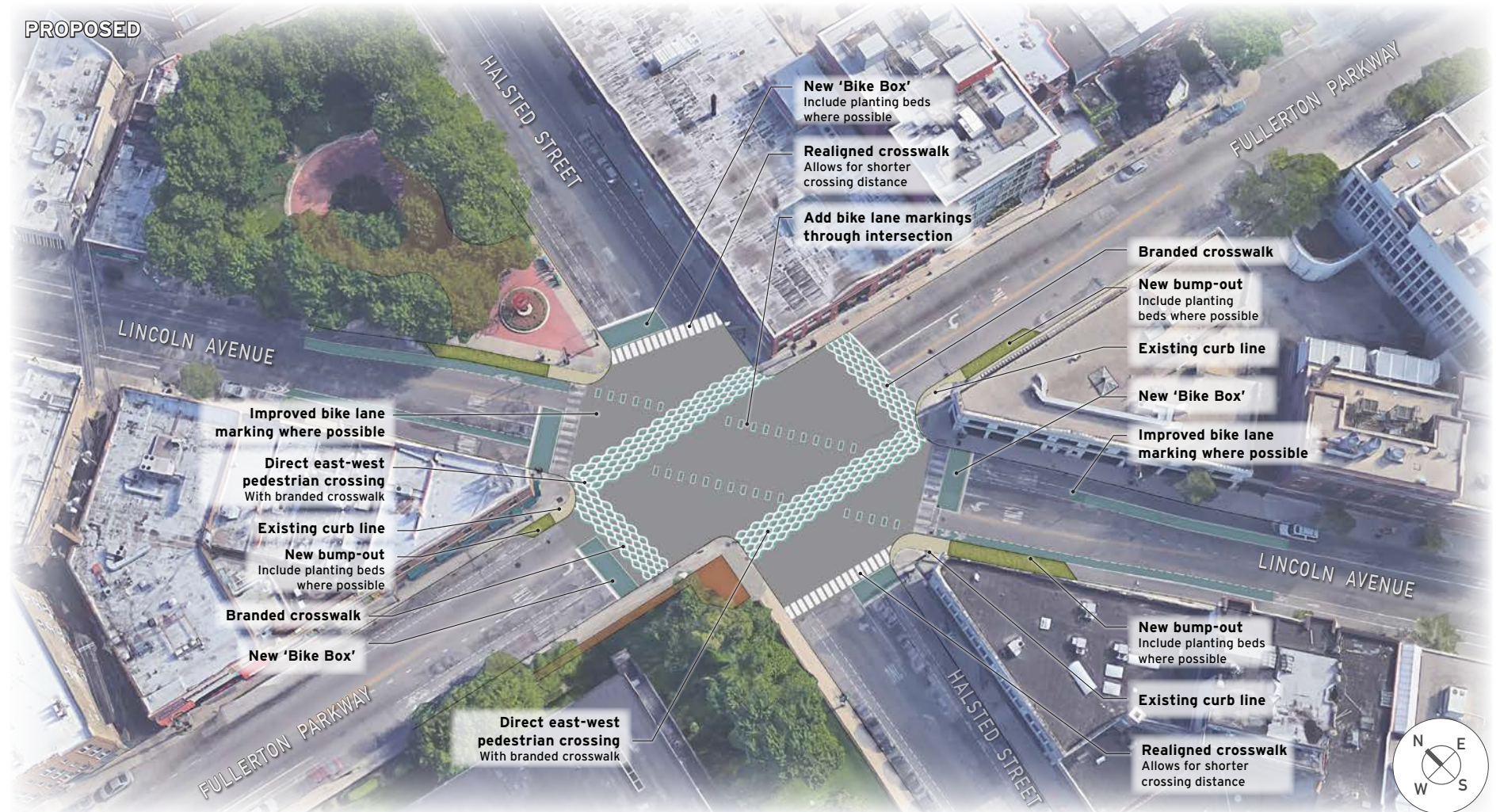
FIGURE 24: LINCOLN / WEBSTER / GENEVA TERRACE INTERSECTION ENHANCEMENT CONCEPT



LINCOLN / FULLERTON / HALSTED INTERSECTION ENHANCEMENTS

With major development occurring at multiple corners and an important open space at the north end, safety and branding improvements are a top priority at this highly critical intersection. In addition to improved crossings and bike facilities, additional traffic management options—such as a trailing left turn—should be studied in further detail. Wayfinding and related focal elements directing people to and from the Fullerton 'L' Station are also highly encouraged.

FIGURE 25: LINCOLN / FULLERTON / HALSTED INTERSECTION ENHANCEMENT CONCEPT

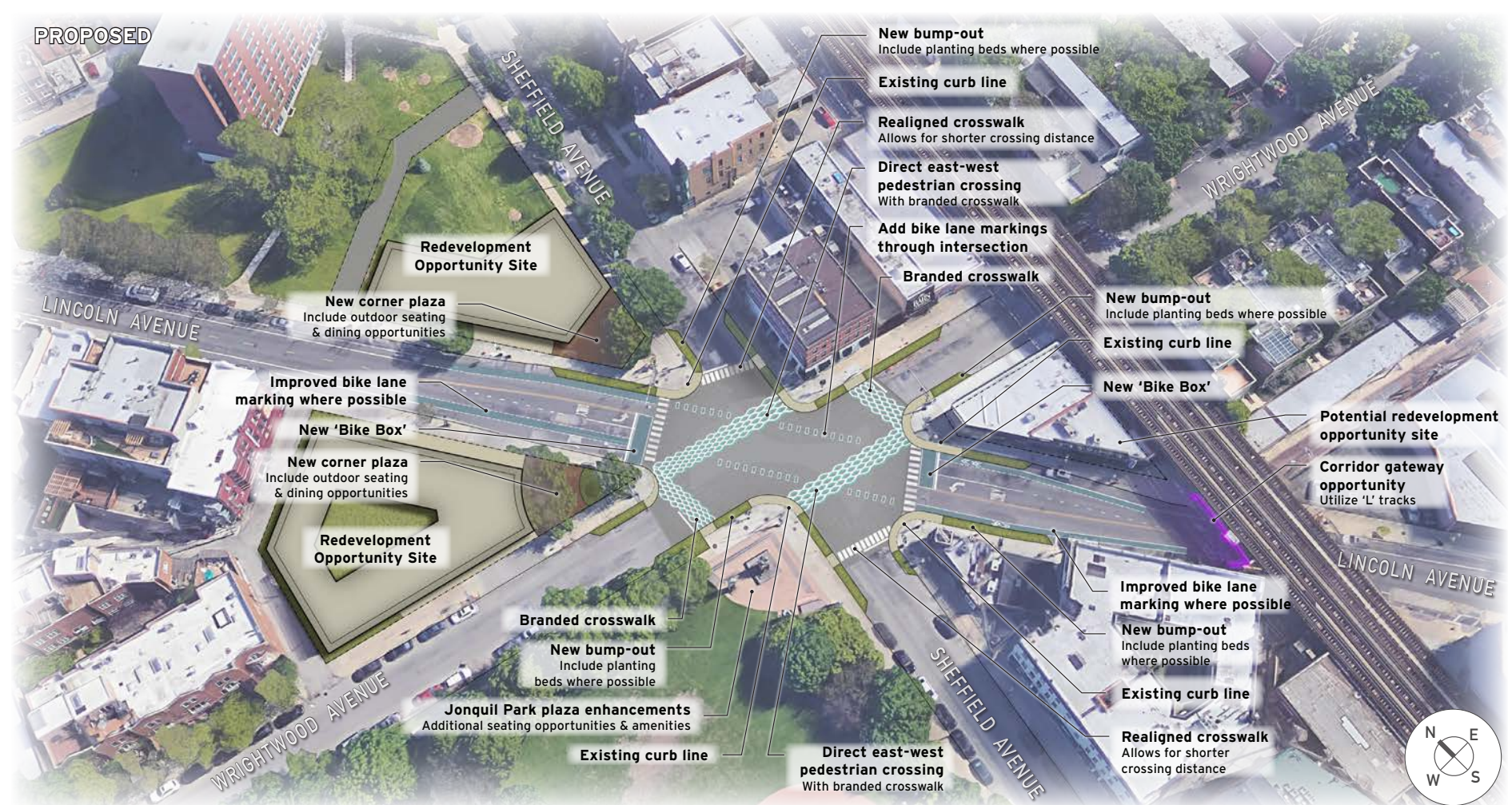


LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION ENHANCEMENTS

The Lincoln/Wrightwood/Sheffield intersection concept below shows a series of both public and private enhancements combined to improve the character, appeal, and safety of Lincoln Avenue. First, new development is shown on two sites adjacent to the intersection where land is currently underutilized having a generally negative effect on the look and feel of the area overall. Public realm enhancements focused on improving pedestrian safety and comfort in this area could also have a major impact on increasing the corridor's overall connectivity and vitality.



FIGURE 26: LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION ENHANCEMENT CONCEPT



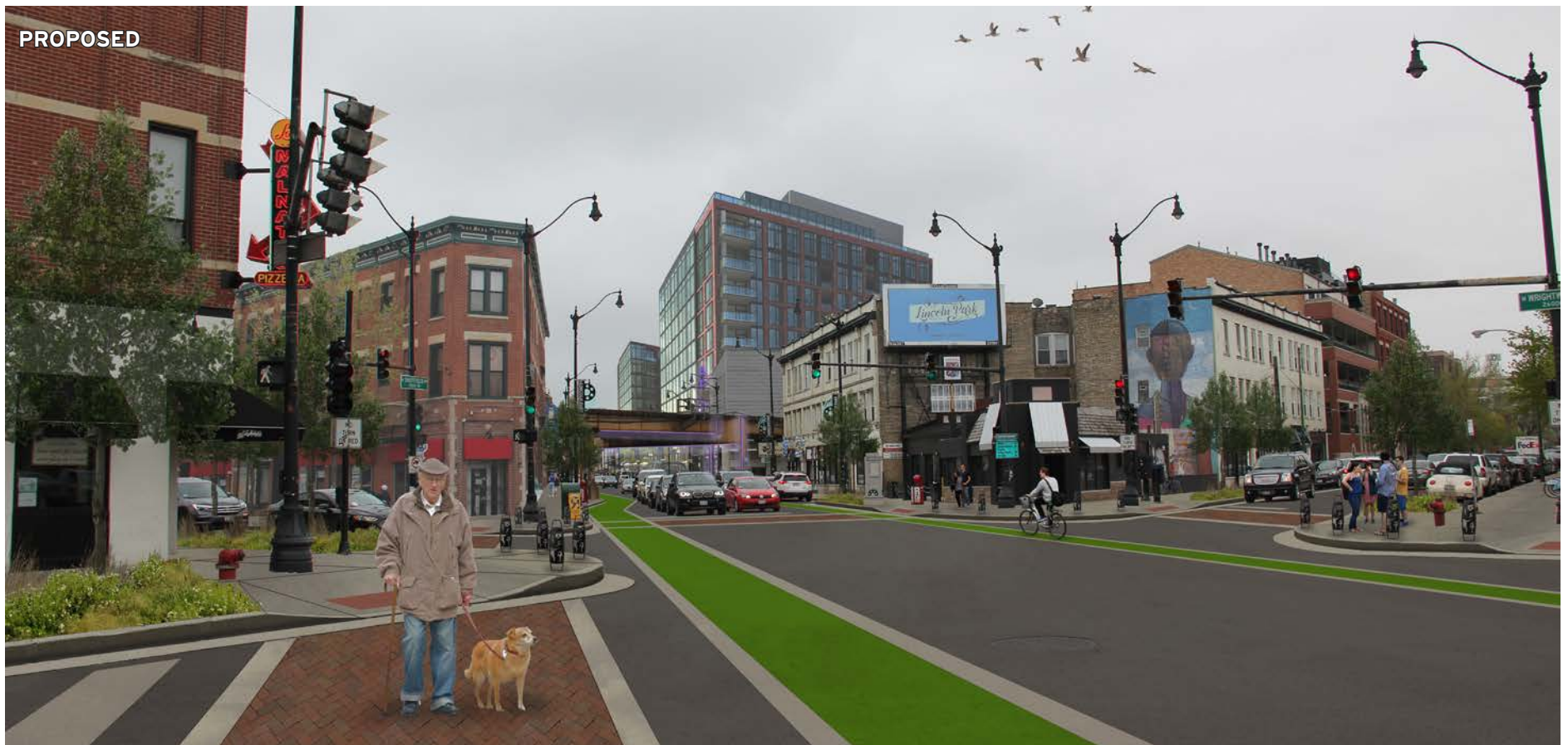
LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION VISUALIZATION

Examples of potential improvements include bump-outs at key corners (to provide more pedestrian space and shorter crossing distances), clearly marked bike lanes through the intersection, upgraded crosswalk materials, bollards at the corners, and landscape areas and street trees. In addition, the visualization shown on this page also implies another infill development on the corner on the vacant Salt & Pepper Diner site.

In the background, the ELEVATE mixed-use building (currently under construction) will inject a new population of residents into this portion of the corridor. Finally, branding elements are layered in, which include new kiosks near the corners, a mural on a blank building wall, a “Lincoln Park” billboard, and a gateway sculptural lighting element at the ‘L’ tracks.



FIGURE 27: LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION VISUALIZATION



LINCOLN / MONTANA INTERSECTION VISUALIZATION

The concept depicted on this page shows changing the pavement at the intersection of Montana and Lincoln to highlight this as an important crossing. This material could be brick pavers or paint. The enhancements include bump-outs, signs, defined parking and bike lanes, landscaping, and planters at the curb. The image also shows some branding elements, such as an identity sign, banners, and a kiosk. The improvements shown here should also be considered at the intersection of Altgeld and Lincoln with the completion of the Elevate development. In both locations, the amount of enhancements can be scaled down if necessary to include just simple improvements, such as brick pavers and landscaping.



FIGURE 28: ENVISIONED SIDE-STREET CROSSING AT LINCOLN & MONTANA



OBJECTIVE 3: MAPPED STRATEGIES

The map below highlights strategic locations discussed in Objective 3.






LEGEND	
	PRIMARY INTERSECTION
	SECONDARY INTERSECTION
	SIDE STREET INTERSECTION
	MID-BLOCK CROSSINGS
	STUDY AREA BOUNDARY

FIGURE 29: INTERSECTION & CROSSING ENHANCEMENTS

