



IMPLEMENTATION

AN INCREMENTAL APPROACH

The full economic and social potential of the Lincoln Avenue corridor will require collaboration and a sustained effort to realize the envisioned improvements. The implementation strategy matrix provided on the following pages outlines and describes key projects envisioned by this plan, along with their associated action items and the partners, funding sources and priority levels involved.

While the ultimate goal for Lincoln Avenue is to achieve permanent gains and physical improvements, an incremental or 'tactical' approach to improvements should be considered in many instances. The use of low-cost, low-risk, temporary improvements provide a way to test out ideas, while also helping to foster a community-based feeling of stewardship for the corridor. Short-term enhancements also help to create a feeling of progress and maintain enthusiasm for larger-scale or more intensive improvements - such as formal streetscape improvements - that take time to implement and can have near term impacts on businesses and residents.

Incremental projects can be employed for a wide variety of purposes ranging from pedestrian enhancements, to branding and placemaking improvements, to business and economic development efforts. These efforts can also range in intensity and scope depending on the goals or the project, interest of local stewards, and available funding.



Bump-outs can be demonstrated using simple materials - even straw bales and cones



The Lincoln Hub project in Lakeview tested intersection improvements with paint.



New York City's Pavement to Parks program enabled a network of semi-permanent spaces.



Ultimately a more permanent and iconic streetscape character is achieved.

COMPILED LIST OF CORRIDOR STRATEGIES

FIGURE 30: COMBINED OPEN SPACE OPPORTUNITIES, NEW DEVELOPMENT, AND INTERSECTION & CROSSING ENHANCEMENTS

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 - Segment 1, between Webster & Belden Avenues
People Spot - near Lincoln Hall / Victory Gardens Theater
People Spot - Segment 3, between Wrightwood & Schubert Avenues
Super People Spot - South of Sheffield on West Side of Street
People Spot - Segment 3, between Schubert Avenue & Diversey Parkway

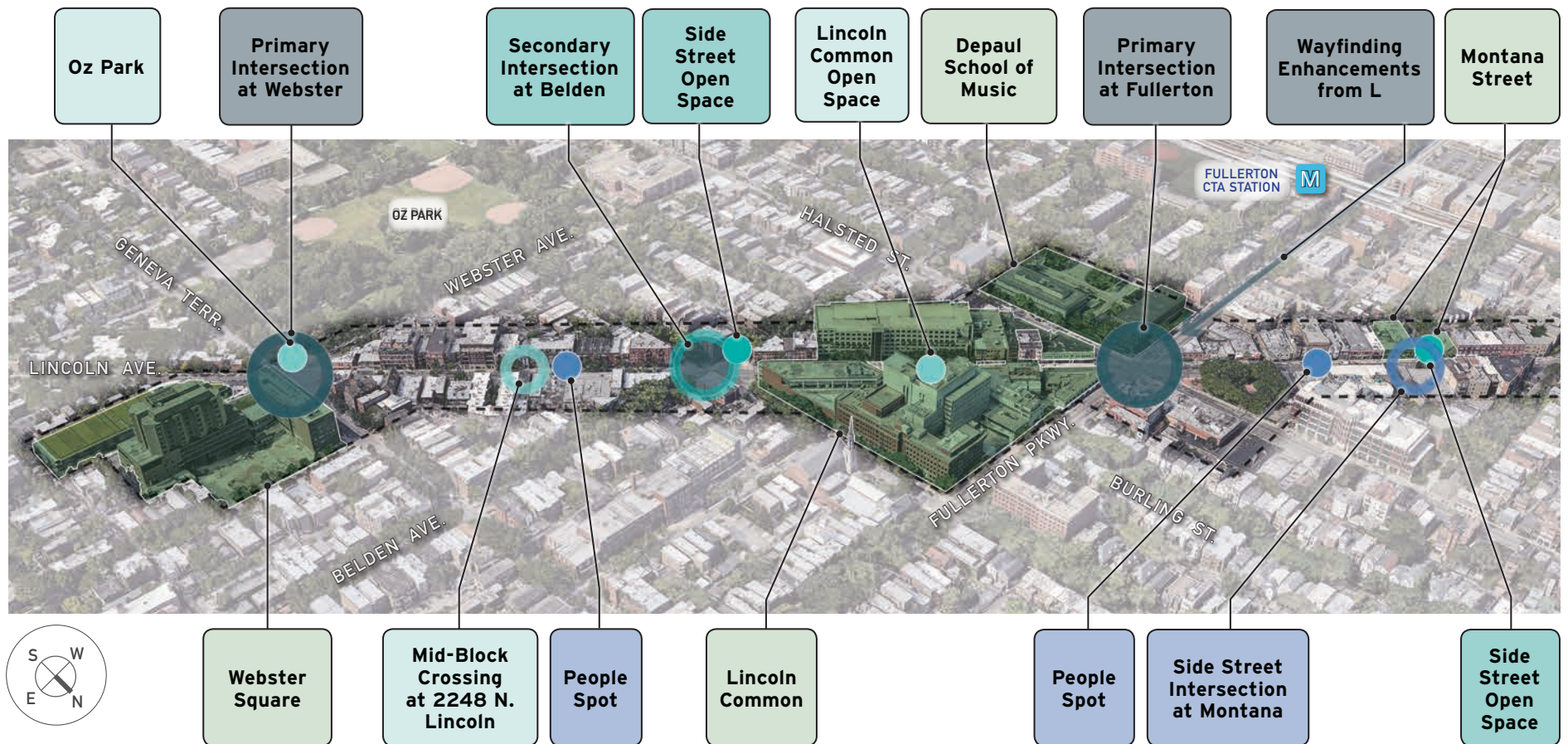
NEW DEVELOPMENT
Catalytic Projects
Webster Square - under construction
The Lincoln Common - under construction
DePaul School of Music - under construction
Elevate Development - under construction
New Infill Development at Lincoln & Diversey (outside SSA) - under construction

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











COMBINED CORRIDOR STRATEGIES

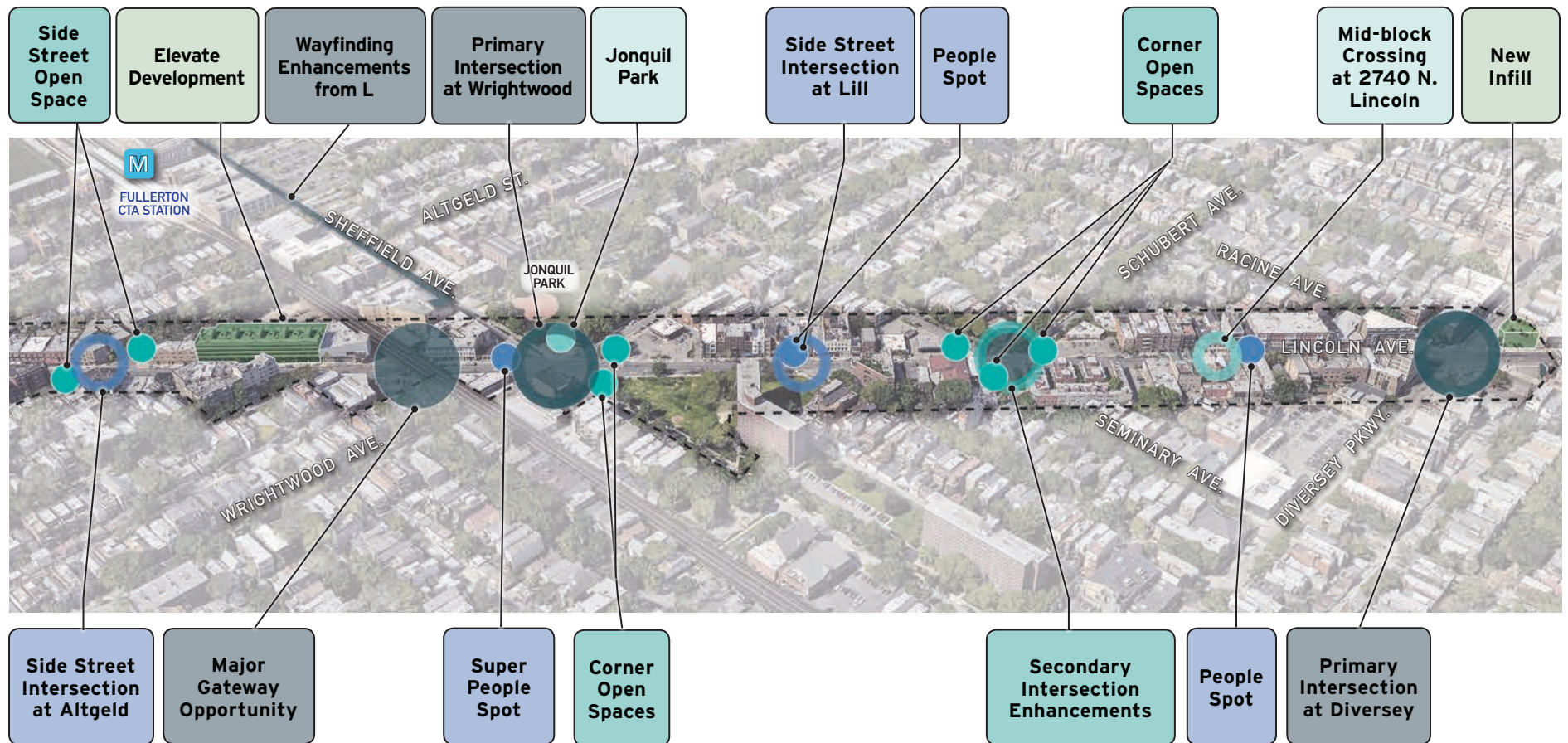
The map below combines all strategies outlined in each section. For more details on improvements, see individual maps on page 42, page 52, and page 66.

FIGURE 31: COMBINED CORRIDOR STRATEGIES



LEGEND

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|---|---|--|
|  COMMUNITY OPEN SPACE |  CATALYTIC PROJECT |  PRIMARY INTERSECTION |
|  SIDE STREET / CORNER OPEN SPACE |  STUDY AREA BOUNDARY |  SECONDARY INTERSECTION |
|  TEMPORARY / INFORMAL OPEN SPACE | |  SIDE STREET INTERSECTION |
|  WAYFINDING / GATEWAY LOCATIONS | |  MID-BLOCK CROSSINGS |



OBJECTIVE 1: CREATE A SENSE OF PLACE

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
1.1 Signage & Wayfinding Enhancements <i>see pages 18, 60</i>	<ul style="list-style-type: none"> Develop formal design package for signs, kiosks, and wayfinding elements Identify preferred locations for elements Issue specifications and seek bids from fabricators 	LPCC Alderman's Office Design Consultant	Economic Development Grant Aldermanic Menu Fund	High
1.2 Initiate formal design studies for community open space enhancements <i>see pages 26-35</i>	<ul style="list-style-type: none"> Engage consultant team and perform detailed survey of physical conditions Engage local businesses and residents regarding site specific opportunities, concerns, and design preferences. Create formal Design Development (DD) level plans for applicable locations. Development Construction Documents (CD) and detailed Engineering Schematics where necessary. Issue RFP for select projects and recruit construction teams 	Alderman's Office LPCC Design Consultant	City Funds Economic Development Grant Aldermanic Menu Fund	Med
1.3 Corner / Side Street Open Space Enhancements <i>see pages 32-35, 42-43</i>	<ul style="list-style-type: none"> Outreach to adjacent property and business owners Develop site specific plans for use of targeted open spaces Install temporary furnishings for seasonal use or to test concepts Implement physical improvements and add formal street furniture Install art work where applicable, including wall murals and sculptures 	LPCC Design Consultant Local Owners Alderman's Office	Economic Development Grant Aldermanic Menu Fund Business Sponsors	High
1.4 Install 'People Spots' / Parklets <i>see pages 32-35, 42-43</i>	<ul style="list-style-type: none"> Identify and formalize locations (explore former #11 bus stops for people spots or other informal open spaces). Identify sponsors or associated businesses Provide design and permitting assistance and formalize plans 	LPCC Sponsor Business Design Consultant	Business Sponsors SSA Funds	High
1.5 Major Gateway Elements <i>see pages 20, 42-43</i>	<ul style="list-style-type: none"> Develop formal design package for individual gateways Issue specifications and seek bids from fabricators 	LPCC CDOT Alderman's Office Design Team	SSA Funds Business Sponsors	Low/Med

OBJECTIVE 1: CREATE A SENSE OF PLACE

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
1.6 'L' Track Viaduct Improvements <i>see pages 20, 42-43</i>	<ul style="list-style-type: none"> Outreach to adjacent property and business owners, and development community to create interest and raise funding. Recruit artist group / design team and develop plans and program Coordinate with CDOT and City to determine feasibility and scope Implement physical improvements - including decorative lighting, murals, and/or hanging elements. 	CDOT LPCC Alderman's Office Designers Property Owners	City Funds Economic Development Grant Aldermanic Menu Fund Business Sponsors	High
1.7 Alleyway Improvements <i>see pages 22</i>	<ul style="list-style-type: none"> Outreach to adjacent property and business owners Identify locations for improvement and develop detailed designs. One location for improvements is the alley between Lincoln Hall and CVS that extends to Fullerton on the NW Corner of Lincoln and Fullerton. Obtain formal approvals and recruit construction team Implement physical improvements - including paving, lighting, and artwork 	Alderman's Office Building Owners LPCC CDOT Design Consultant	City Funds Economic Development Grant Aldermanic Menu Fund Business Sponsors	Low
1.8 Implement and Maintain Decorative Planter and Landscaping Program <i>see pages 22-25</i>	<ul style="list-style-type: none"> Work with business owners to identify locations for decorative planters Purchase planters and contract planter design/maintenance consultant to ensure consistency and upkeep Provide point of contact for City on replacing or adding street trees where appropriate Ensure coordination with business owners to mitigate impacts to visibility 	LPCC Design/Maint. Consultant(s) CDOT Alderman's Office Business Owners	Aldermanic Menu Fund PD Community Benefit Agreements Business Sponsors	Med/High
1.9 Formal Streetscape Enhancements <i>see pages 22-25</i>	<ul style="list-style-type: none"> Engage consultant team and perform detailed survey of physical conditions Create formal Design Development (DD) level plans and develop Construction Documents (CD) and detailed Engineering Schematics Install temporary furnishings or pilot improvements in select locations Issue RFP for select projects and recruit construction teams Carry out marketing, promotion, and communication efforts to community 	CDOT Alderman's Office LPCC Design Consultant(s)	City Funds Economic Development Grant Aldermanic Menu Fund PD Community Benefit Agreements	Low/Med

OBJECTIVE 1: CREATE A SENSE OF PLACE

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
1.10 Building & Facade Improvements <i>see pages 36-39</i>	<ul style="list-style-type: none"> Identify facades that need improvement (key buildings have been highlighted in this plan) Target key property owners with facade incentive program Coordinate with architectural design experts to help provide technical assistance (create a list of on-call architects to work with) Establish storefront art program 	LPCC Alderman's Office Property Owners Design Consultants Sign Fabricators	Private Funds Facade Incentive Program	High
1.11 Storefront Improvements <i>see pages 36-39</i>	<ul style="list-style-type: none"> Identify storefronts that need improvement (key storefronts have been highlighted in this plan)/create a prioritized list of high/med/low Target key business owners with facade incentive program Coordinate with merchandising design experts to help provide technical assistance Hold a yearly workshop on storefront design and merchandising 	LPCC Alderman's Office Business Owners Design Consultants	Private Funds Facade Incentive Program SSA Funds (workshop)	High
1.12 Business Signage <i>see pages 36-39</i>	<ul style="list-style-type: none"> Create design guidelines manual for business signage to establish for cohesive aesthetic Target key business/property owners with facade incentive program pertaining to signs Coordinate with design experts to help provide technical assistance Coordinate between business owners and local sign fabricators 	Alderman's Office LPCC Business Owners Design Consultants Sign Fabricators	Private Funds Facade Incentive Program SSA Funds (design guidelines)	High
1.13 Establish Vacant Storefront Art Program	<ul style="list-style-type: none"> Develop and maintain a list of vacant storefronts to target for art installations Partner with local artists (consider Depaul art programs) Coordinate with property owners/leasing agents to install art Seek out sponsors for funding the initiative 	LPCC Local Artists Alderman's Office Property Owners	Business Sponsors SSA Funds	High
1.14 Create a Series of 'Selfie Spots' Throughout the Community <i>see pages 26-27</i>	<ul style="list-style-type: none"> Paint murals and add signs to invite people to participate Create a hashtag for collecting images Create a display of instagram photos in public plazas, parks or storefronts 	LPCC Local Artists	Business Sponsors SSA Funds	High

OBJECTIVE 2: BUILD ON MOMENTUM OF NEW DEVELOPMENT

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
2.1 Opportunity Sites <i>see pages 45-48, 50</i>	<ul style="list-style-type: none"> Reach out to property owners and leasing agents of opportunity sites to discuss future plans for property (see maps for key sites) Discuss potential short-term or temporary community uses that could occur on opportunity sites, such as art installations, events, gardens, etc. Market corridor plan to real estate and development communities to show ideas for opportunities Create a list/map of properties and current status of owner/developer interest. Update map periodically and post on website. 	Alderman's Office LPCC Property Owners	Private Financing	Med/High
2.2 On-going Development Infrastructure Coordination <i>see pages 44-45, 50</i>	<ul style="list-style-type: none"> Coordinate desired infrastructure improvements of intersections, streetscape, bump-outs, bike lanes, pedestrian crosswalks, etc. with developers to ensure all elements are being implemented as planned (will be ongoing effort through detailed design and construction) Review all detailed plans as they are released to provide comments and work with development/design team, Alderman's office and City to push for improvements shown in the corridor plan Engage in meetings with CDOT and City departments to share infrastructure improvements shown in the plan 	LPCC Alderman's Office Developers CDOT Lakota	Private Financing City Funds	High
2.3 Business Owner Assistance <i>see pages 49-51</i>	<ul style="list-style-type: none"> Provide assistance to small business owners seeking various types of city services and/or approvals Information on various financial incentives can also be passed on to businesses Coordinate with Alderman's office to provide assistance Conduct outreach to maintain contact with business owners and address their needs 	LPCC Alderman's Office	SSA Funds	High
2.4 Engage Students to Assist Businesses <i>see pages 50</i>	<ul style="list-style-type: none"> Form resource teams to provide assistance to business owners Create categories such as graphic design, marketing and art. 	LPCC DePaul University	SSA Funds Businesses	High
2.5 Market Lincoln Avenue through Events <i>see pages 50</i>	<ul style="list-style-type: none"> Create reasons for people from around the city to visit Lincoln Ave, such as a Taste of Lincoln Avenue week Explore permanent self-guided attractions, such as historic tours 	LPCC	SSA Funds	Med

OBJECTIVE 2: BUILD ON MOMENTUM OF NEW DEVELOPMENT

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
2.6 Food Truck Hub <i>see pages 45-46</i>	<ul style="list-style-type: none"> Organize a seasonal food truck rally in key parks or plazas throughout the corridor Reach out to local food trucks to establish a list of interested participants Assess locations and interest in a permanent or semi-permanent gathering of food trucks/vendors 	LPCC Food Truck Owners Alderman's Office	Business Sponsors SSA Funds	Med
2.7 Pop Up Shops <i>see pages 45-46, 51</i>	<ul style="list-style-type: none"> Reach out to local entrepreneurs/makers/craftspeople about pop-up opportunities in vacant storefronts Identify interested property owners about establishing short-term leases Procure a moveable kiosk that is placed in a plaza for rotating pop-ups to use Facility 'Co-Retailing' opportunities for small business owners and local entrepreneurs to encourage resource sharing and greater business to business synergy. 	LPCC Local Entrepreneurs Property Owners/ Brokers Alderman's Office	SSA Funds Business Sponsor	Med
2.8 Pop Up Performances <i>see page 26</i>	<ul style="list-style-type: none"> Work with area theaters and DePaul to create a calendar of outdoor performances Place old piano in the Oz Park plaza Use locations, such as Oz Park Plaza, to plan pop-up performances 	LPCC Area theaters DePaul	SSA Funds Business Sponsor	Med
2.9 Outreach to DePaul / Cross Promotion <i>see page 26, 50</i>	<ul style="list-style-type: none"> Engage in targeted outreach to DePaul to help cross promote the corridor Gather data on DePaul students' housing and lifestyle choices Develop plan to market to students and DePaul parents Outreach should engage the performing arts department, with the potential of creating a unified arts marketing presence between the University and various theatres and performance spaces on Lincoln (see Northwestern Arts Circle website for a similar concept). 	LPCC DePaul	SSA Funds	High
2.10 Web Marketing Enhancements <i>see page 51-51</i>	<ul style="list-style-type: none"> Streamline social media processes so all platforms receive consistent information at one time across all platforms Assist businesses in growing their social media presence Facilitate concise content promotion for local events and businesses Develop online presence and marketing for storefront art program 	LPCC Business Owners	SSA Funds	High
2.11 Project Implementation Site <i>see page 51</i>	<ul style="list-style-type: none"> Create and maintain a Lincoln Avenue Implementation Website that builds on the momentum from the project, tracks progress of recommendations, and lists ways for people to get involved. 	LPCC	SSA Funds	High

OBJECTIVE 2: BUILD ON MOMENTUM OF NEW DEVELOPMENT

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
2.11 Annual Awards Program for Businesses	<ul style="list-style-type: none"> Create new awards for the LPCC Annual Awards Ceremony for best new business, storefront display, facade improvement, logo design, sign design, etc. 	LPCC	SSA Funds Business Sponsors	Med
2.12 Host Business Leaders Summit <i>see page 50</i>	<ul style="list-style-type: none"> Host an annual Business Leaders Summit to invite local business owners to see the activities that are happening in the Ward and initiatives that LPCC is working on Invite design professionals, partners, community or business leaders to provide presentations on relevant topics 	LPCC Alderman's Office Business Owners	SSA Funds Business Sponsors	Med
2.13 Local Business Networking Events <i>see page 50</i>	<ul style="list-style-type: none"> Host networking events for local businesses and DePaul liaisons to promote partnerships and cross-fertilization of ideas Tie events to new placemaking efforts, open space and streetscape improvements, and business openings Promote local businesses, theaters, and DePaul programs Encourage and facilitate mentorship amongst local business community to provide assistance with social media and promotional efforts, retail/merchandising strategies, legal issues, and management expertise 	LPCC Alderman's Office Business Owners DePaul Reps	SSA Funds Business Sponsors	Med
2.14 Recruit Office Uses for 2nd Floors <i>see page 50</i>	<ul style="list-style-type: none"> Attract new office workers to the area to bring a daytime population Talk to existing first-floor professional offices to inquire about relocating to upper stories (for more active use on first floor) Engage with brokers to identify professional businesses looking for available space Coordinate with property owners to help fill spaces Explore opportunities and interest in co-working spaces 	LPCC Brokers Property Owners	SSA Funds	Low/Med
2.15 Establish Benchmarks for Success <i>see page 49</i>	<ul style="list-style-type: none"> Measure progress in executing the adopted strategy by conducting annual on-street and business owner surveys Analyze annual survey results for Lincoln Avenue businesses to understand their performance year-to-year Ask retail owners or managers to keep informal tallies of foot traffic, transaction amount, and gross sales. Meet with them regularly and host focus groups. 	LPCC Property Owners Business Owners	SSA Funds	High

OBJECTIVE 3: INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
3.0 Initiate formal design study of intersection enhancements <i>see pages 58-67</i>	<ul style="list-style-type: none"> Engage consultant team and perform detailed survey of physical conditions Engage local businesses and residents regarding site specific opportunities, concerns, and design preferences. Perform detailed traffic and engineering impact studies Create formal Design Development (DD) level plans for applicable locations. Development Construction Documents (CD) and detailed Engineering Schematics. Issue RFP's for select projects and recruit construction teams 	CDOT Alderman's Office LPCC Engineering/Design Consultant	City Funds Economic Development Grant Aldermanic Menu Fund	High
3.1 Install bump-outs at key corners. <i>see pages 58-67</i>	<ul style="list-style-type: none"> Identify locations for potential corner bump-outs, consider bus stop and parking/loading lane impacts. Install temporary bump-outs with paint/impermanent materials as trial/demonstration projects. Develop plans and construct formal bump-outs as part of overall infrastructure improvements package. 	CDOT Alderman's Office Engineering/Design Consultant	City Funds Aldermanic Menu Fund PD Community Benefit Agreements	Med
3.2 Enhance pedestrian crossings <i>see pages 57-63</i>	<ul style="list-style-type: none"> Reorient crosswalks to allow for shorter crossing distances. Restripe crosswalks with high-visibility and/or branded markings. Add or lengthen pedestrian count-down timers where applicable 	CDOT Alderman's Office Engineering/Design Consultant	City Funds Aldermanic Menu Fund PD Community Benefit Agreements	High
3.3 Create shorter, more direct crossing opportunities <i>see pages 57-63</i>	<ul style="list-style-type: none"> Study opportunities to install direct east-west crossings or 'scramble' cycles. Test new crossings through select pilot projects or temporary demonstrations Provide educational materials and/or information signage to explain changes. Install new, permanent crossings using decorative materials and designs. 	CDOT Alderman's Office Engineering/Design Consultant	City Funds Aldermanic Menu Fund PD Community Benefit Agreements	Low

OBJECTIVE 3: INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
3.4 Enhance Bike Facilities <i>see page 59</i>	<ul style="list-style-type: none"> Conduct formal, corridor-wide study of bike elements & facilities Fill in missing segments of bike lanes Test new striping and bike boxes at intersections Install permanent bike lane striping throughout corridor Use space gained by bump-outs and curb extensions to install new bike racks. Add bike wayfinding signage 	CDOT Alderman's Office Engineering/ Design Consultant LPCC	City Funds Economic Development Grant Aldermanic Menu Fund PD Community Benefit Agreement	High
3.5 Update Traffic Signals / Phasing <i>see pages 59-60</i>	<ul style="list-style-type: none"> Study inclusion of trailing left-turn signals at major intersections Implement traffic signal changes based on study conclusion 	CDOT Alderman's Office	City Funds	Med

