

# STATE OF THE CORRIDOR



# THE PROCESS

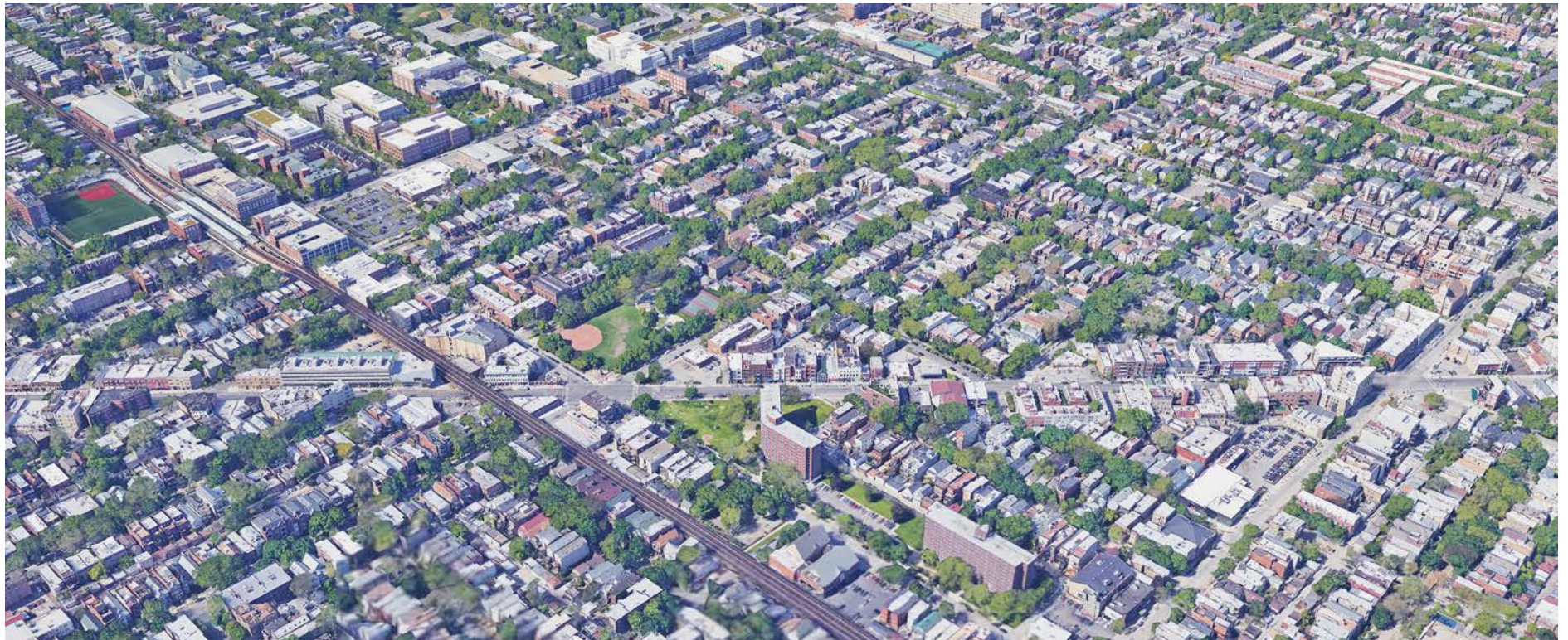
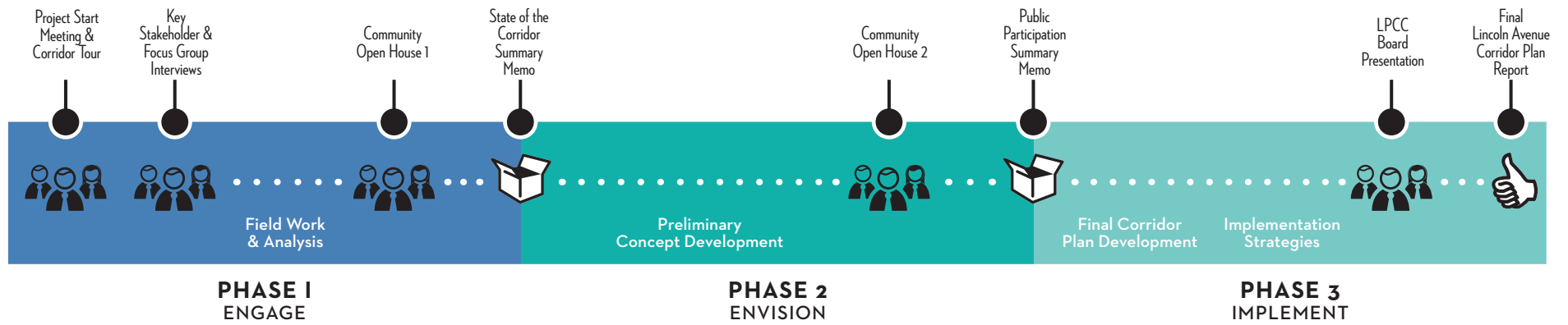
## PROCESS

A central tenet of this corridor planning process is the direct involvement of area stakeholders, community leaders, local organizations, business owners, and residents, with a focus on fostering an open and positive dialogue about the future of the corridor. In addition to on-going participation from local organizations and civic leaders, direct involvement by community members was also encouraged. The planning process is comprised of three major phases:

- **Phase 1: ENGAGE.** The first phase of the project provides an opportunity for the project team to *look, listen, and learn* about the corridor through stakeholder and community meetings, and on-the-ground assessment and analysis.
- **Phase 2: ENVISION.** The second phase builds on the foundation established in Phase 1, and develops a vision for the Lincoln Avenue Corridor that incorporates a range of concepts and ideas for its enhancement.
- **Phase 3: IMPLEMENT.** The final phase examines strategies and tools available to help implement the community's vision for the corridor.

An outline of these three phases with related project milestones is depicted on the following page..





*Birdseye view of the north section of the Lincoln Avenue study area.*



# EXISTING CONDITIONS

## THE STUDY AREA

The focused study area for this project stretches along Lincoln from Webster Avenue on the south to Diversey Parkway on the north, and generally parallels the Lincoln Avenue Special Service Area (SSA #35-2015 - outlined in purple in Figure 32). The Study Area is located entirely within the Lincoln Park Community Area, which is bound by Diversey Parkway to the north, Lake Michigan to the east, North Avenue to the south, and the Chicago River to the west (shown in black in Figure 32).

Within the Community Area are seven active neighborhood associations that were part of the Lincoln Park Conservation Association (LPCA). The LPCA (since disbanded) was established in 1954, and was instrumental in overseeing the community's revitalization efforts. Five of these seven community associations are adjacent to Lincoln Avenue. They include: Wrightwood Neighbors Association, Park West Community Association, Sheffield Neighborhood Association, Lincoln Central Association, and Mid-North Association.

Shown in additional detail on the following page (Figure 33: Study Area Context Map on page 87), the Study Area boundary incorporates properties directly adjacent to Lincoln Avenue.



*Looking north east on Lincoln Avenue at Altgeld Street in April 2016*



FIGURE 32: AREA BOUNDARIES MAP

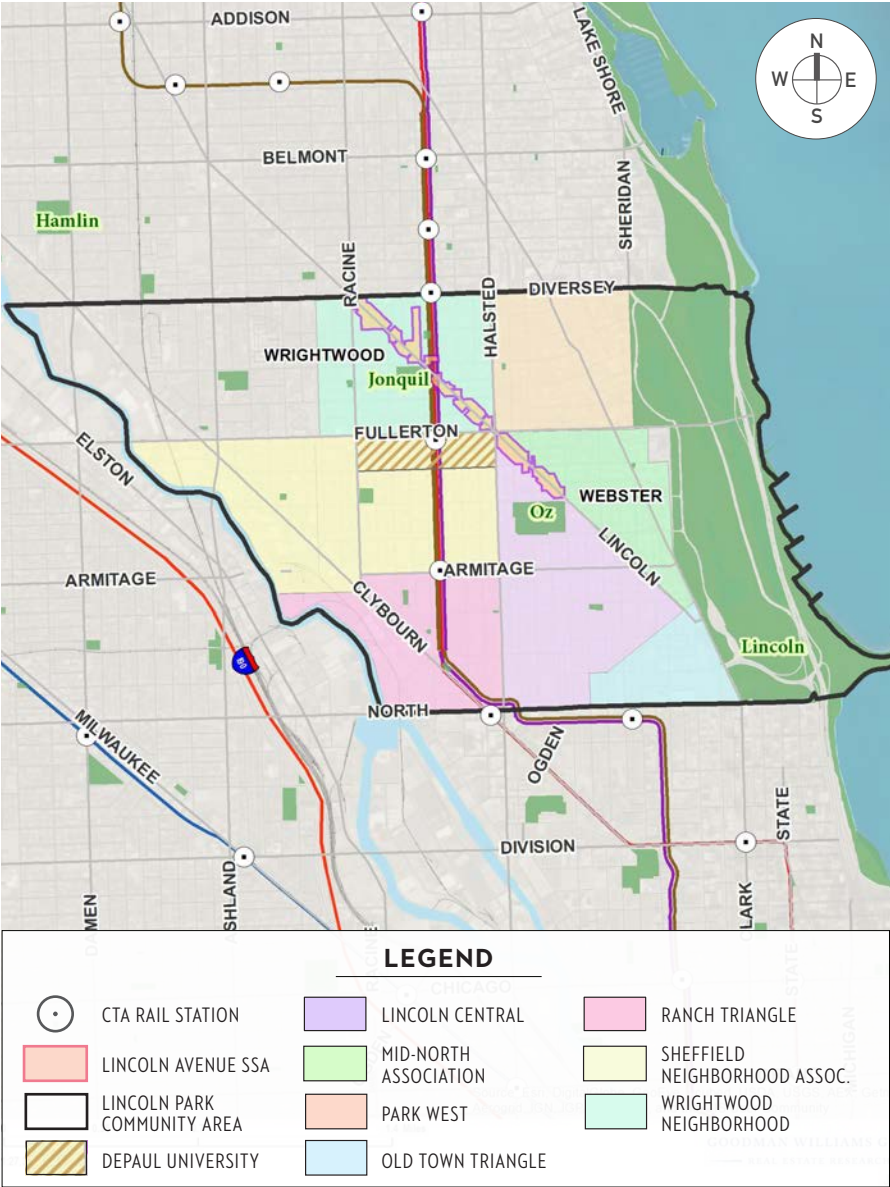
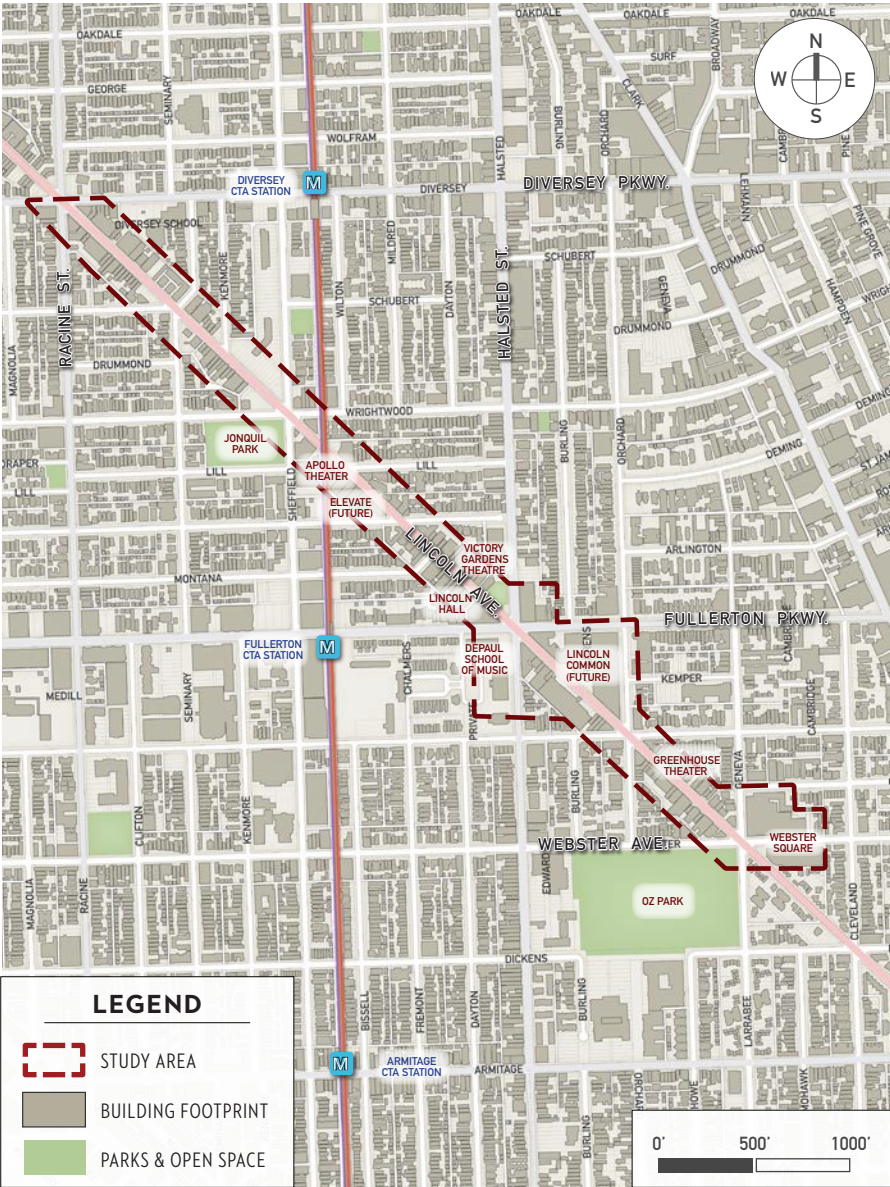


FIGURE 33: STUDY AREA CONTEXT MAP



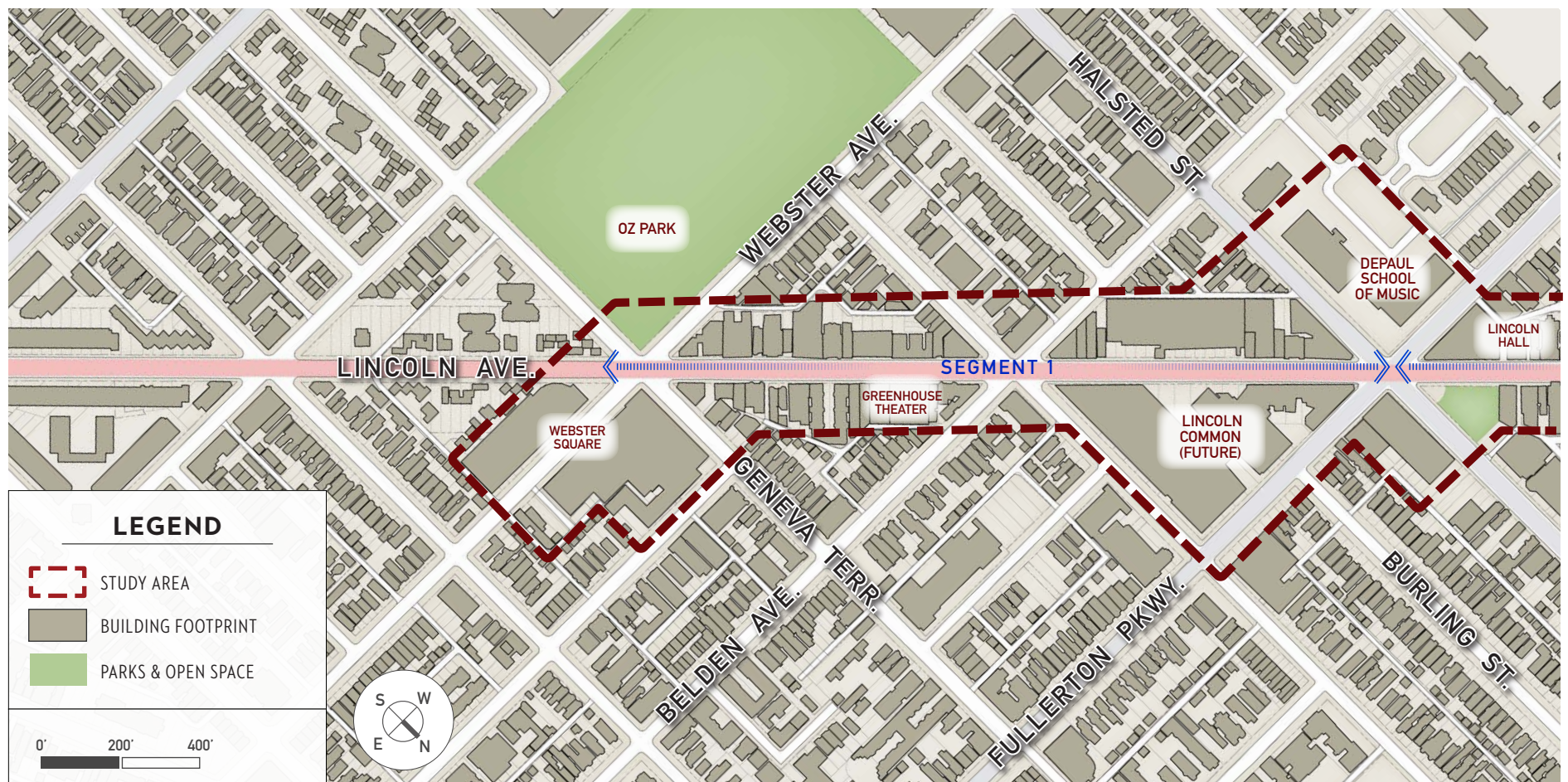


# PHYSICAL CONDITIONS

Within the extents of the Study Area, Lincoln Avenue can generally be divided into three segments, each with a range of similarities and differences related to the existing physical character and conditions. The segments are generally bound by major intersections, as follows:

- *Segment 1* - Webster Avenue to Fullerton Parkway
- *Segment 2* - Fullerton Parkway to Wrightwood Avenue
- *Segment 3* - Wrightwood Avenue to Diversey Parkway

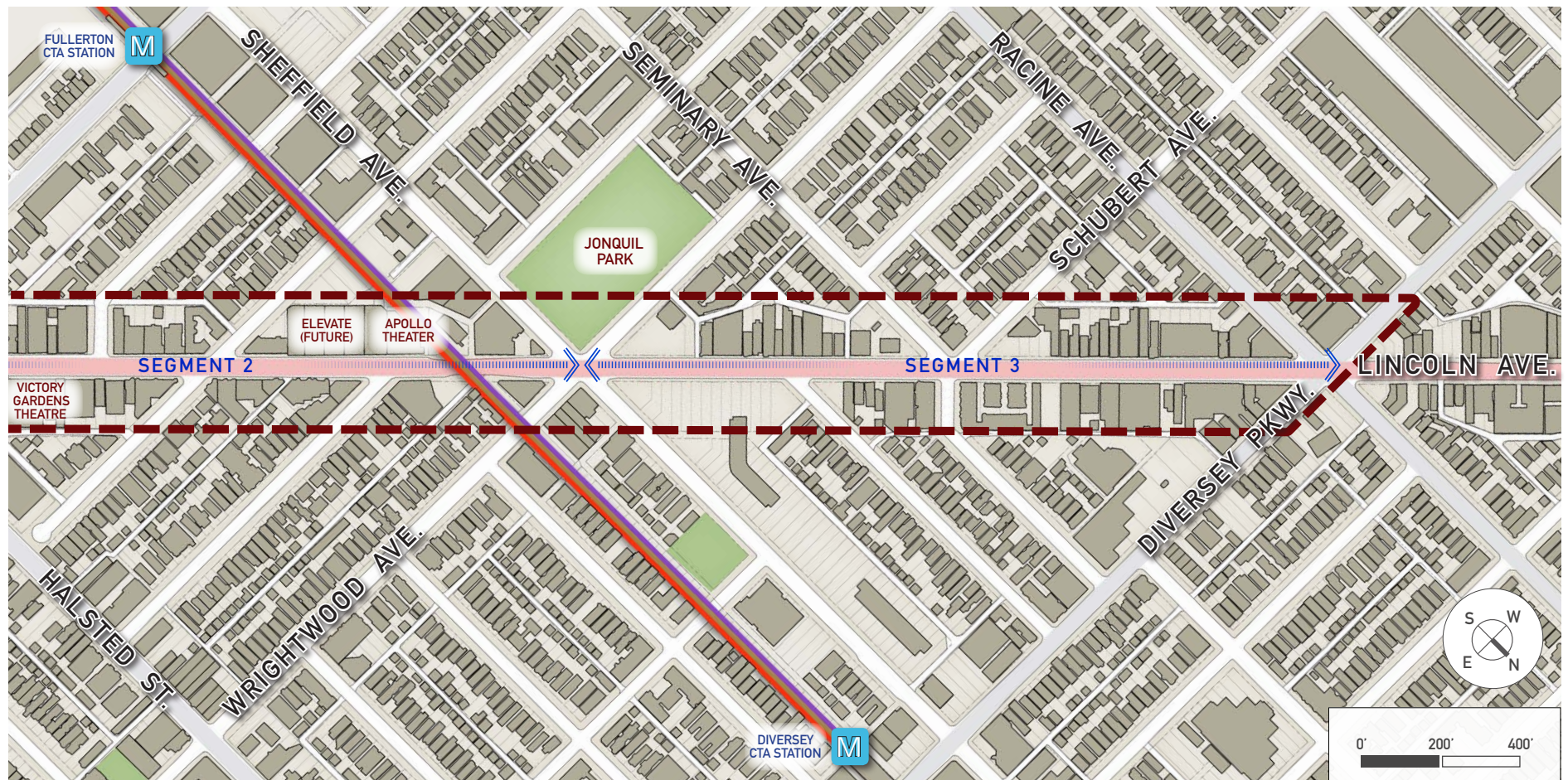
FIGURE 34: LINCOLN AVENUE CORRIDOR BASE MAP





## BUILT ENVIRONMENT

There is a mix of both traditional and contemporary architecture throughout the corridor, with development occurring within a range of parcel sizes. Buildings within the Study Area are predominantly mid-rise and typically range in height from 2 to 4 stories, with additional height common at the major intersections. Several new/planned developments within the area are much taller, reaching ten stories or higher. Each of the three segments noted previously contain one or two larger, consolidated development sites and several blocks of more traditionally-scaled, corridor-facing buildings.





### **Webster Avenue to Fullerton Parkway**

The southeasternmost segment of the corridor - located between Webster Avenue and Fullerton Parkway - had historically been focused around Children's Memorial Hospital (demolished in 2016), which made up virtually the entire frontage of Lincoln Avenue from Belden to Fullerton. The Lincoln Common project being build on the same site will contain 538 apartment units, 40 condos, 47,000 square feet of boutique office and 93,000 square feet of retail. The area south of Belden is comprised of a more traditional building stock on individual parcels. The intersection of Webster Avenue and Geneva Terrace at the southern end of the Study Area serves is another activity node due to the presence of Oz Park and the new Webster Square development on the corners.



*Webster Avenue to Fullerton Parkway*

### **Fullerton Parkway to Wrightwood Avenue**

The central segment is generally comprised of traditional buildings, with ground-floor storefronts and a continuous streetwall. With the notable exception of the ELEVATE redevelopment (discussed later in this report), most of the more recent redevelopment efforts have occurred on individual parcels. The newer buildings are generally four-stories with ground floor commercial space and residential units above.



*Fullerton Parkway to Wrightwood Avenue*

### **Wrightwood Avenue to Diversey Parkway**

The third segment - located between the intersections of Sheffield and Schubert Avenues, and Diversey Parkway and Racine Avenue - has a similar mix of traditional and contemporary building types as the central segment. However, unlike the majority of the corridor, there are several areas in this segment with inactive frontages and notable gaps in the streetwall. These conditions are due to a combination of auto-oriented uses (two 7/11's and a gas station), as well as the deeply-setback Edith Spurlock Sampson Apartments complex on the northeast corner of Lincoln and Sheffield. The result is a lack of cohesion and connectivity between the northern portion of the Study Area and the areas to the southeast.



*Wrightwood Avenue to Diversey Parkway*



## PUBLIC REALM

### Streetscape

The areas along Lincoln Avenue featuring a more traditional development pattern are generally defined by active pedestrian-oriented frontages, with little to no setback. Sidewalks throughout most of the corridor are roughly ten feet wide, with some street trees and typical Chicago-style decorative street lighting. While most of the existing sidewalks allow enough space to accommodate a range of typical streetscape furnishings, the width will likely be a limiting factor on future outdoor dining opportunities. However, where Lincoln Avenue intersects with residential side-streets, the wide sidewalks and tree lawns of these streets provide excellent opportunities to create outdoor seating and planting areas that could be further extended with corner bump-outs onto Lincoln.

In areas where there are street trees in tree grates, the conditions of the trees vary greatly, and in some instances they are dead or missing, and detract from the overall appearance. The limited width also limits the ability to provide lower-level decorative plantings, such as shrubs, perennials, and annuals, which can improve curb appeal.

### Open Space

Lincoln Avenue abuts two major public open spaces within the Study Area - Oz Park and Jonquil Park - with each having a range of amenities and activities that help to attract people to the Corridor. Both of these parks are located at primary intersections where three streets converge, and feature a corner plaza space abutting Lincoln Avenue. While both plazas currently have a public art component, the spaces are generally under-utilized and lack a strong connection or reciprocal relationship between Lincoln Avenue and the parks.

Another important, existing open space is Julia Porter Park, located on the north corner of the Fullerton, Halsted and Lincoln intersection. Currently, the space is open and accessible to the public, however it is important to note that it is located on private land owned by Lurie Children's Hospital. This parcel, along with the adjoining Stanley Manne Research Institute parcel are currently for sale for redevelopment. While the space does provide a bit of quiet respite from the busy intersection to the south, this plaza is largely enclosed by landscaping that blocks views into the space and, as a result, appears underutilized. We would encourage the developer of the parcel to ensure that the corner is activated, ideally with open space.

Once completed, the new central plaza at The Lincoln Common development will provide another important public/private open space opportunity within the heart of the Study Area.



*Typical sidewalk conditions along an active commercial portion of Lincoln Avenue.*



*Looking north at Julia Porter Park.*



## HISTORIC BUILDINGS & DISTRICTS

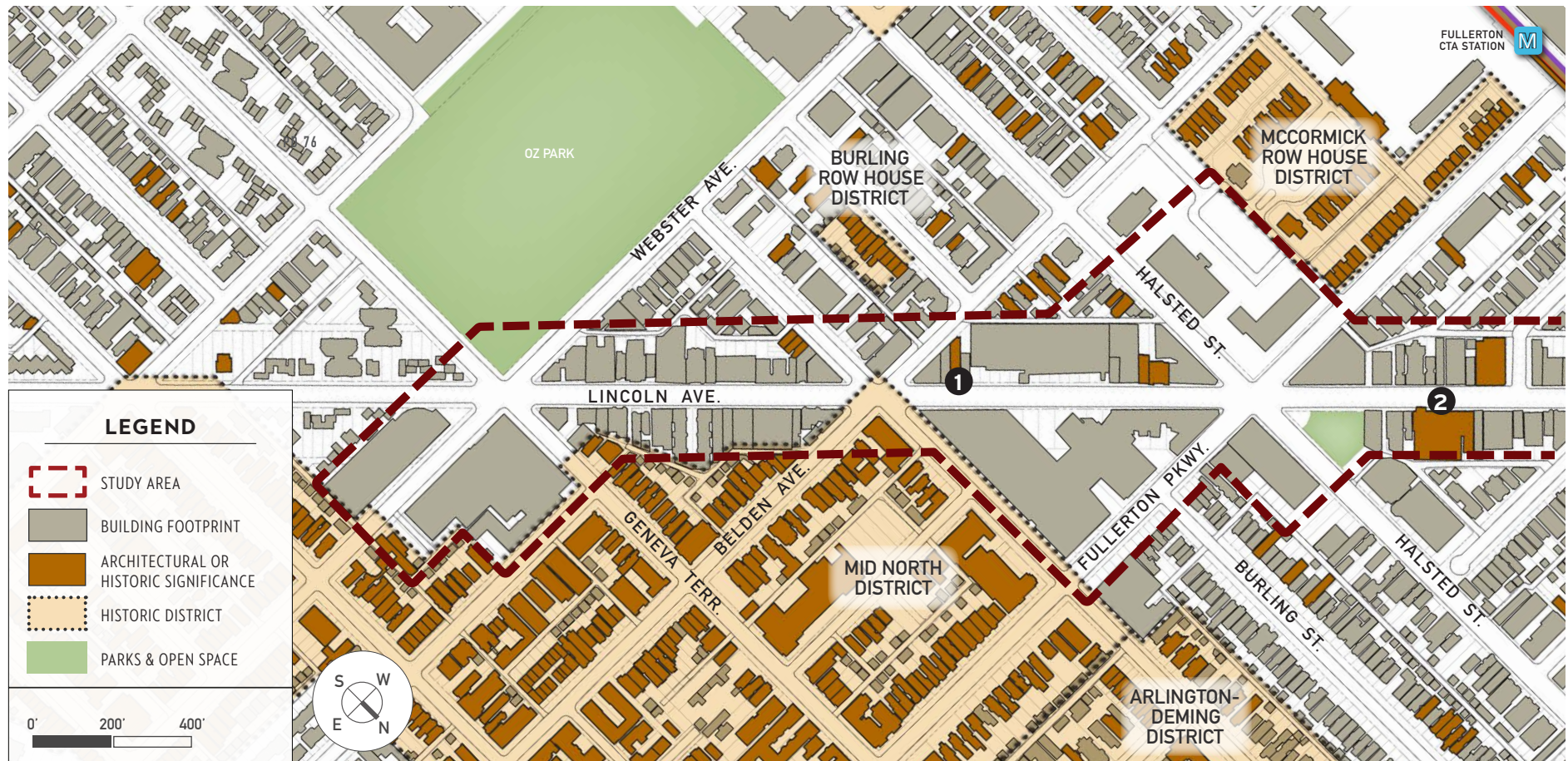
The Chicago Historic Resources Survey identifies buildings and structures of historic and architectural significance constructed prior to 1940. Generally, these resources fall within two major categories, determined by whether they are significant within the context of the local community, or the broader city, state, or country. All buildings within the immediate context of the Study Area are classified as being significant within the context of the community.

Lincoln Park is blessed with a large proportion of well-preserved historic buildings and architectural resources, which play a central role in the area's

identity and attraction. With an increase in new development within the Study Area, it is essential that the corridor's unique resources be protected. As indicated on the map, there are several buildings that are especially notable as area landmarks or iconic focal points, including:

- ❶ *Kaufmann Store & Flats* (2312-14 N. Lincoln Avenue) - built in 1883 and 1887, it is one of the oldest surviving buildings by Adler and Sullivan, and helped to inform some of the team's most iconic work in Chicago<sup>1</sup>.
- ❷ *Biograph Theater* (2433-43 N. Lincoln Avenue) - built in 1914, the theater is one of Chicago's oldest neighborhood movie houses. As the site of the gangster John Dillinger's death in 1934, it also one of the corridor's most notorious landmarks<sup>1</sup>.

FIGURE 35: HISTORIC RESOURCES MAP





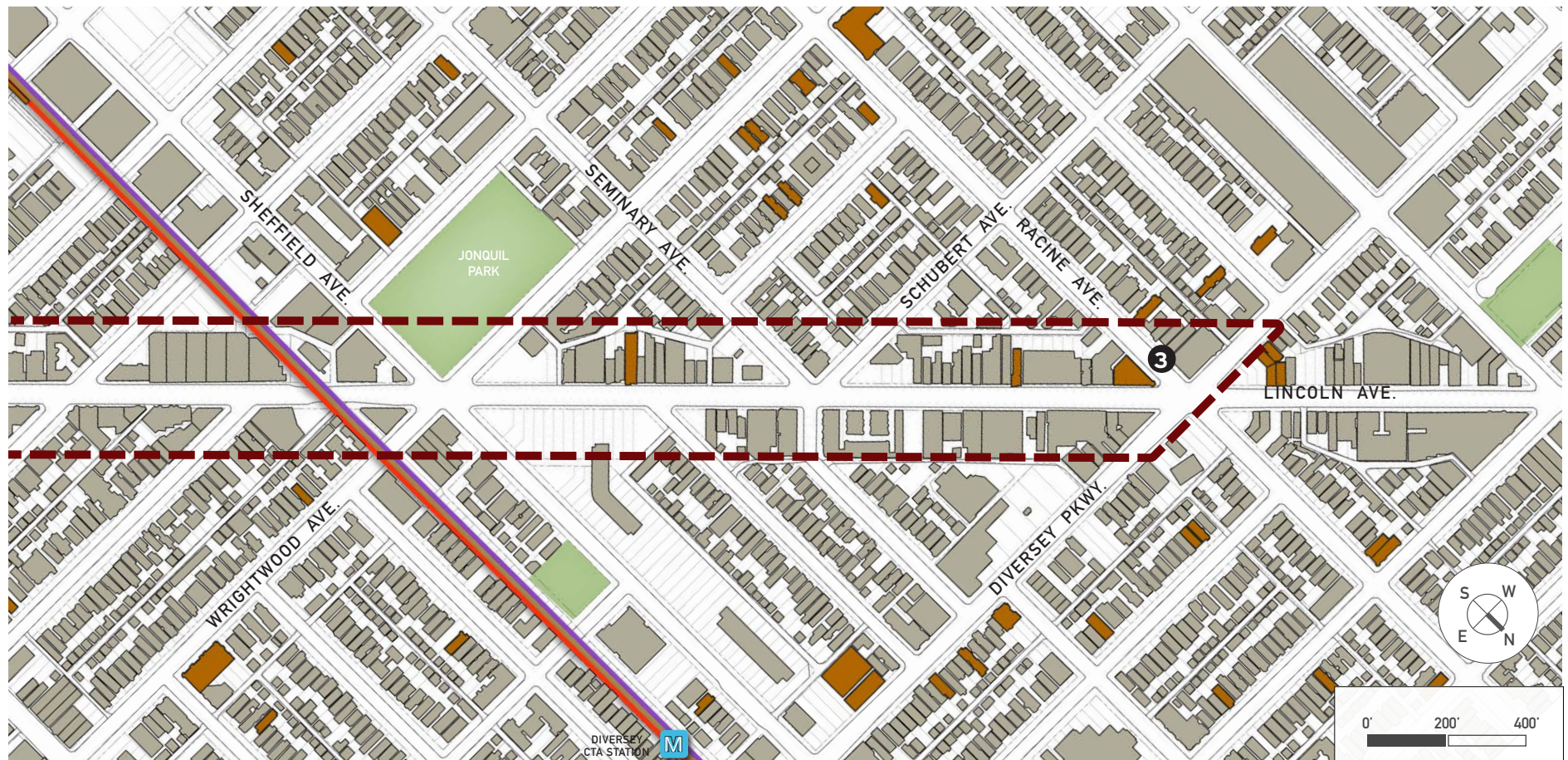
- 3 John Hufmeyer Building (2272 N. Lincoln Avenue) - built in 1888 for the well known local businessman, by architect Charles Hermann. The mixed-use building provides a distinct focal point at the north end of the corridor<sup>2</sup>.

In addition to specific buildings, a large proportion of the area's architecturally or historically significant buildings are also located in historic districts, described as follows:

- *Arlington-Deming District* - historic district with mostly residential and institutional buildings dating from 1871 on<sup>1</sup>.

- *Burling Row House District* - built in 1875, these ten brick row houses comprise one of the best surviving groupings constructed in the immediate aftermath of the Great Chicago Fire<sup>1</sup>.
- *McCormick Row House District* - built between 1884 and 1889, in the Queen Anne style, to provide the McCormick Theological Seminary with rental income<sup>1</sup>.
- *Mid North District* - a relatively large collection of brick rowhouses and other urban residential building types indicative of the post-Chicago Fire era, generally built between 1870 - 1900<sup>1</sup>.

sources: 1. City of Chicago 2. ChicagoNow.com



# TRANSPORTATION

Lincoln Avenue serves as a primary connection through the north side of Chicago, running northwest to southeast, and linking many neighborhoods through a wide range of transportation options.

## MODES OF TRAVEL

### Cars and Parking

According to the Illinois Department of Transportation, the Lincoln Avenue corridor has an average daily traffic volume ranging between 8,550 to 11,000 average vehicles per day. Fullerton Avenue has an average daily traffic volume ranging between 14,600-16,500 vehicles per day. One parking structure exists in the Study Area, which formerly served Children's Memorial Hospital, and the entire length of the corridor provides on-street, pay-to-park parking on both sides.

As the corridor prepares to accommodate more multi-family housing units in the near future, parking inevitably is a concern. At the request of stakeholders, Goodman Williams Group gathered data from the American Community Survey on the number of vehicles per household within Lincoln Park. The results showed that since 2000, there has been a clear decline in the number of households with cars. In 2014, 30.4% of households in Lincoln Park did not own a vehicle. The number of households without a vehicle increased more than 500 (5.6%) in past fifteen years. In 2014, nearly 48% of Lincoln Park owned only one vehicle per household, meaning that nearly 80% of area homes owned one car or less.

### Pedestrians and Biking

In addition to serving as a major thoroughfare for personal vehicles, the existing transportation network also supports a high volume of pedestrian and bicycle activity. Crosswalks exist at every intersection with a mix of controlled and uncontrolled intersections. All crosswalks were found to be in adequate condition. Recently the corridor underwent bike facility improvements and currently has a combination of standard bike lanes that transition to shared lanes as they approach intersections. Divvy Bike Share stations are also quite common along the corridor, with four kiosks located near major landmarks or intersections along Lincoln, and numerous others peppered throughout the surrounding neighborhood.

### Public Transit

Though not located in the immediate Study Area, the neighborhood is served by at least two CTA 'L' Stations - Fullerton and Diversey - with Fullerton being the closest in proximity (roughly 1/4 mile) to the heart of the corridor near the intersection of Lincoln, Fullerton, and Halsted. Though nearby, wayfinding elements between the Fullerton Station and Lincoln Avenue and its attractions are limited. Many stakeholders have noted during this process that providing wayfinding to key destinations and landmarks on Lincoln Avenue should be a priority, particularly since there are so many cultural destinations close to public transportation.

LINCOLN PARK COMMUNITY AREA NUMBER OF VEHICLES PER HOUSEHOLD							
	2000		2010		2014		% Change from
	# of HH	% of HH	# of HH	% of HH	# of HH	% of HH	2000-2014
None	9,291	26.0%	9,604	29.6%	9,808	30.4%	5.6%
1	18,849	52.7%	15,553	48.0%	15,470	47.9%	-17.9%
2	6,491	18.1%	6,335	19.5%	6,045	18.7%	-6.9%
3+	1,145	3.2%	926	2.9%	948	2.9%	-17.2%
<b>Total HH*</b>	<b>35,776</b>	<b>100.0%</b>	<b>32,418</b>	<b>100.0%</b>	<b>32,271</b>	<b>100.0%</b>	<b>-9.8%</b>
Source: 2000 U.S. Census, 2006-2010 and 2009-2014 American Community Survey 5 year estimates							
* Total HH numbers vary between 2006-2010 ACS and decennial census numbers							

**FIGURE 36:**  
VEHICLES PER HOUSEHOLD

VEHICLE OWNERSHIP  
DECREASED **-9.8%**  
FROM 2000 - 2014

BY 2014, ROUGHLY **1/3**  
OF HOUSEHOLDS  
DID NOT OWN A CAR



In the study area, two full time CTA buses traverse at least part of the study area: #74 Fullerton and the #37 Sedgewick. On June 20th 2016, the #11 Lincoln Bus was reinstated as a temporary pilot service after being discontinued in 2012 as part of CTA's efforts to re-evaluate ridership demand. The trial service ran Monday through Fridays, between 10am and 7pm, from the Western Brown stop to the Fullerton Station. The service had targeted an average of 1,500 riders/day, but as of August 2017 was only averaging roughly 500 daily riders. As a result, the CTA has decided to formally terminate the #11 Bus service in early September 2017.



Wide side-street sidewalks used for outdoor seating at the corner of Lincoln & Belden.

**FIGURE 37:  
PUBLIC TRANSIT  
RIDERSHIP**

TRANSIT RIDERSHIP  
**INCREASED**  
ON 3 OF 5 ROUTES  
FROM 2000-2014



LINCOLN PARK COMMUNITY AREA PUBLIC TRANSIT RIDERSHIP						
Station / Stop	2010	2011	2012	2013	2014	Average % Change from 2010-2014
Diversey	1,508,265	1,642,296	1,725,084	1,809,920	1,789,098	4.4%
Fullerton	3,984,561	4,252,530	4,419,350	4,314,122	4,154,909	1.1%
#37 Bus	0	0	423,423	426,906	419,392	-0.2%
#74 Bus	4,065,489	4,314,562	4,489,625	4,350,566	4,149,833	0.6%
#11 Bus	1,563,859	1,658,930	1,632,001	498,261	498,630	-16.2%
<b>Total Ridership</b>	<b>11,122,174</b>	<b>11,868,318</b>	<b>12,689,483</b>	<b>11,399,775</b>	<b>11,011,862</b>	<b>0.0%</b>

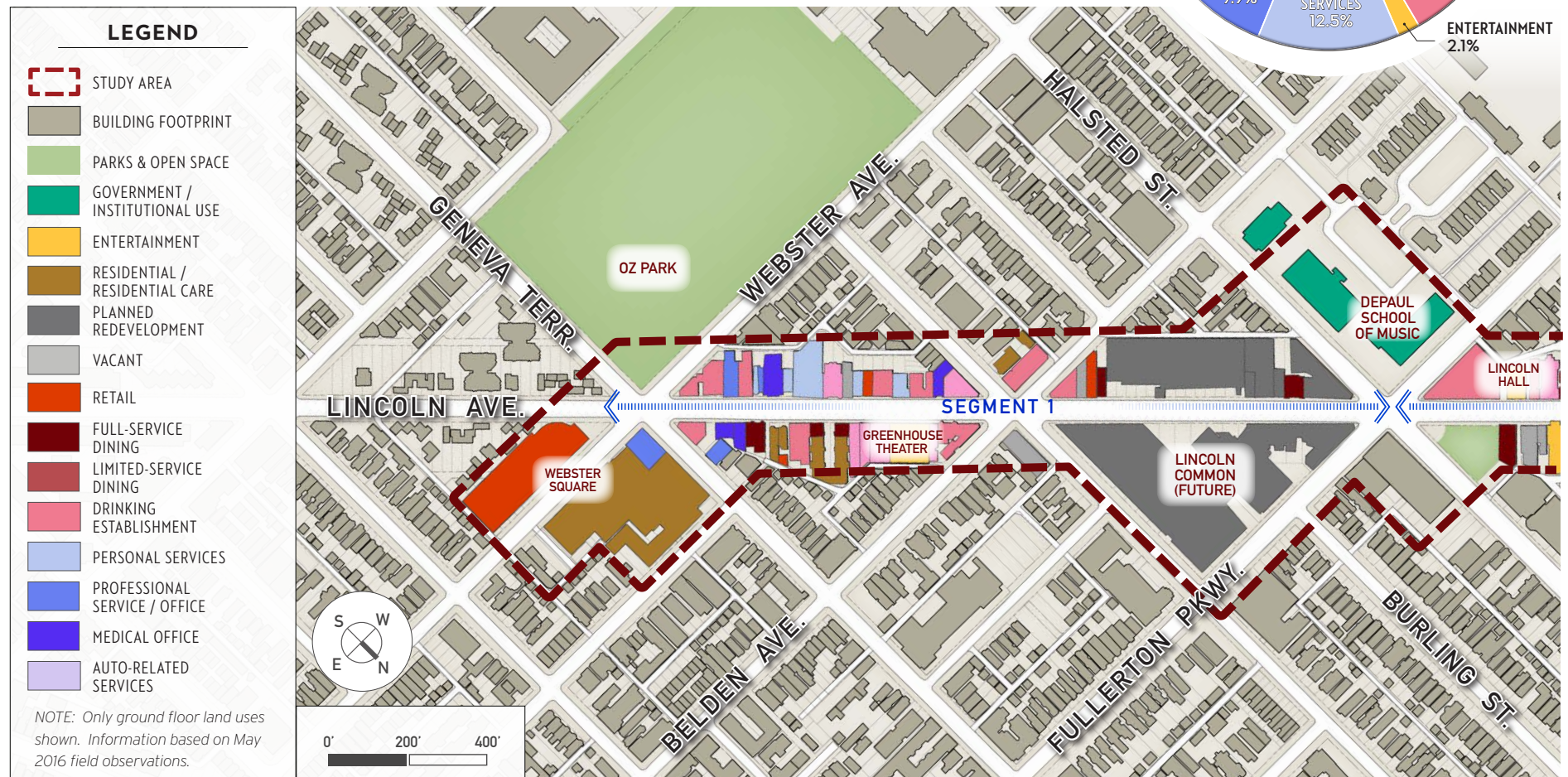
Source: Chicago Transit Authority (CTA) Open Date Ridership - Bus Routes Ridership - 'L' Station Entries



# LAND USE & ZONING

Within the Study Area, Lincoln Avenue is currently in the midst of some of the most significant land use changes in its history. Beyond the sheer scale of the Children's Memorial Hospital redevelopment, the project has, and will likely continue to cause a clear shift in the types of land uses and businesses within the area. Prevailing real estate trends have also contributed to these shifts, bringing an increased supply of residential units within the immediate proximity of Lincoln Avenue.

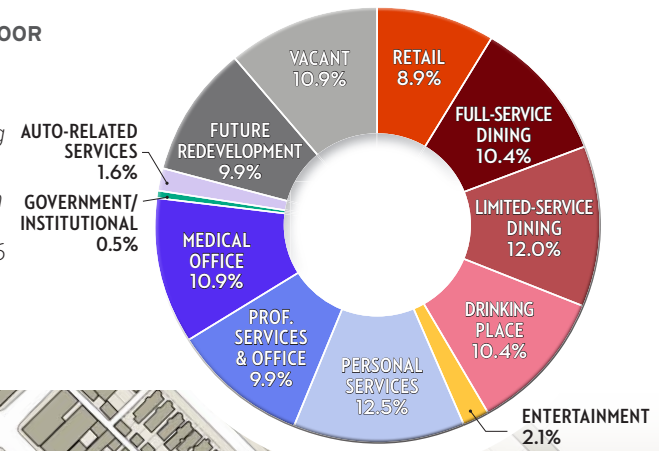
**FIGURE 38: GROUND FLOOR LAND USE MAP**



**FIGURE 39: GROUND FLOOR BUSINESS MIX**

See pg. 27 for additional discussion of the existing business inventory.

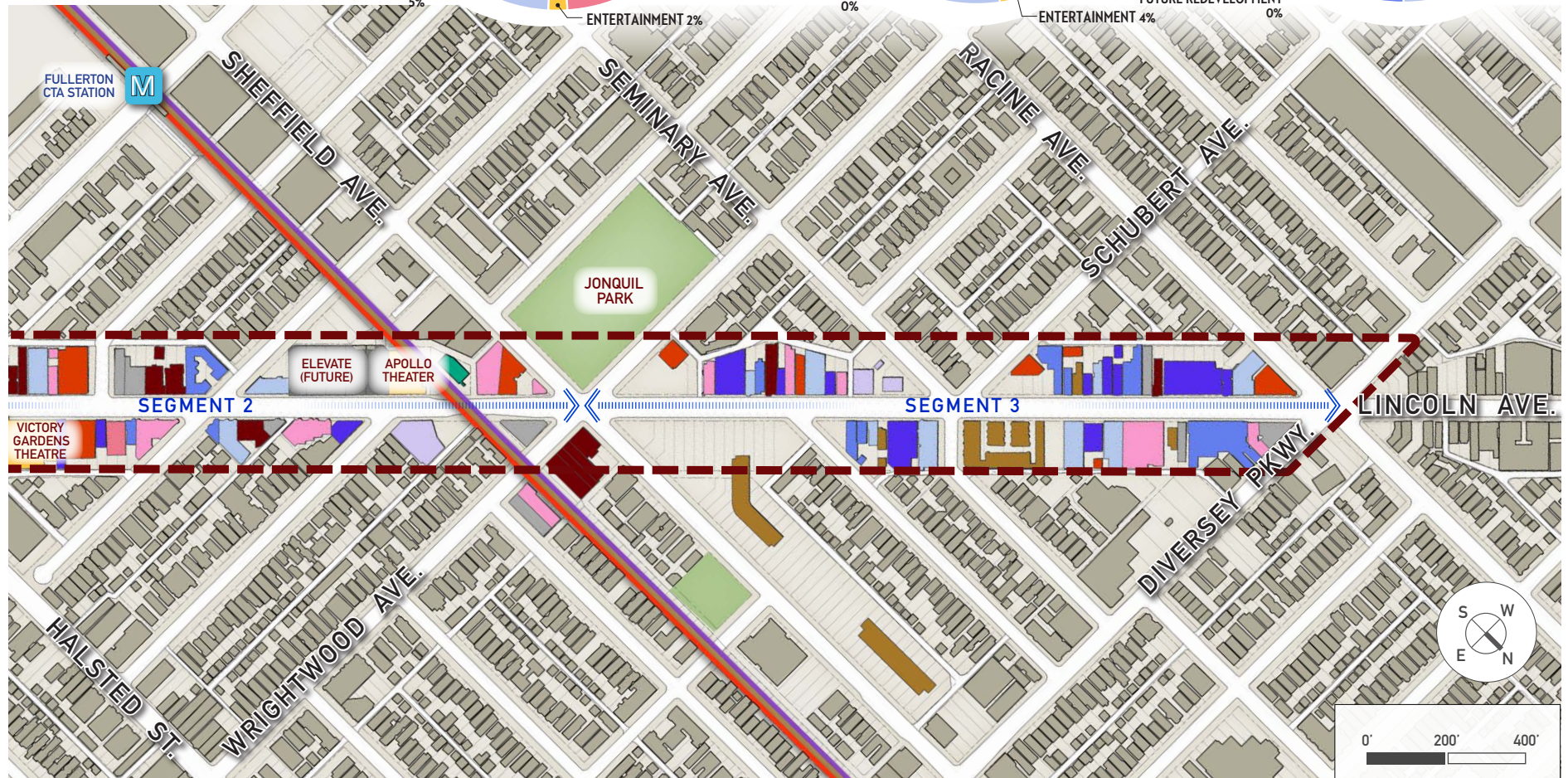
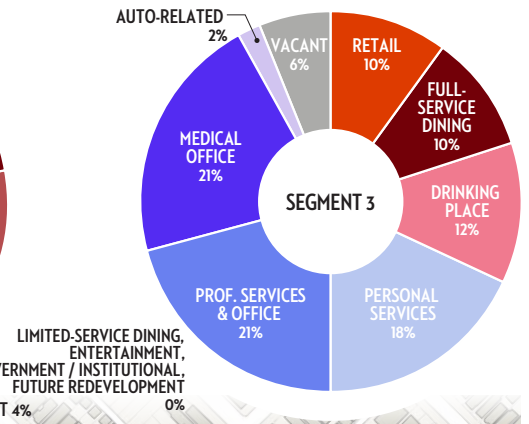
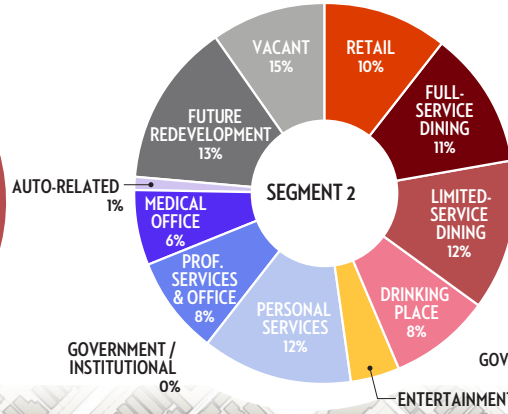
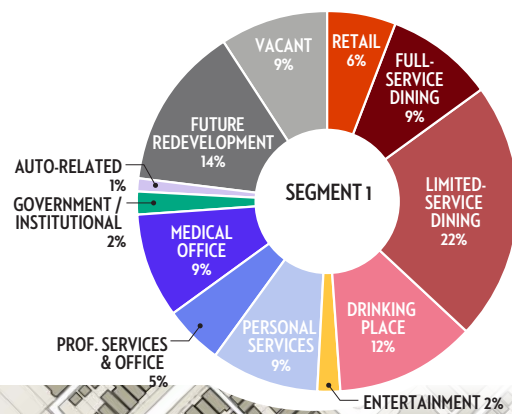
Data based on Goodman Williams Group field observations - April 2016





## LINCOLN AVENUE SEGMENTS

Though the nature of the corridor is in flux, a number of land use trends have been observed throughout the corridor and within each of the 'segments'. Numbers in the graphs to the right are rounded to the nearest whole number.





### Segment 1: Webster Avenue to Fullerton Parkway

Segment 1, has the most diverse mix of land uses out of the three segments. There is a large concentration of drinking and dining establishments, and a mix of medical offices and personal services on both ground and upper floors. These uses are most notable between Webster and Belden Avenues, and are generally clustered near the Greenhouse Theater. Non development-related vacancy sits at 9.2% but reaches 23% when new projects are added in. Within in a few years, the central block will have large, mixed-use anchor tenants at either end. Webster Square, a soon-to-be completed residential redevelopment at the Webster and Lincoln intersection was slated to include a re-opened Mrs. Green's Neighborhood Market, but the space has remained vacant. The Lincoln Common development, at the former Children's Memorial Hospital site, will include additional ground-floor commercial uses (160,000 sf) that will help fill the current gap in the retail environment. Segment 1 is the segment closest to DePaul, as evidenced by the high number of limited-service eating places/ coffee shops located in the segment. DePaul University's School of Music, seen in Figure 7, also serves as a major anchor to the corridor.

### Segment 2: Fullerton Parkway to Wrightwood Avenue

Segment 2 is home to several notable entertainment landmarks- including the Victory Gardens Theatre, Lincoln Hall, and the Apollo Theater - that form the heart of the Lincoln Avenue Theater District. Segment 2 features the most retail shops, full-service restaurants, and entertainment venues out of the three segments. Development-related vacancy is 12.8%, and non development-related vacancy sits at 15.4%, meaning that almost 30% of storefronts between Fullerton and Wrightwood are currently empty. Towards the northwest end of this segment, the ELEVATE development (currently under construction) will eventually serve as an anchor, providing additional ground-floor commercial uses, with residential above.

### Segment 3: Wrightwood Avenue to Diversey Parkway

Segment 3 has by far the highest proportion and number of personal service, medical and dental offices, and professional service/office space out of the three segments. Conversely, there are no entertainment venues or limited-service eating places/coffee shops along this segment. As discussed previously, there are also a number of auto-oriented businesses, including two 7-11's and a gas station at the corner of Lincoln and Seminary Avenues - though plans have been presented that would convert this property into a condominium development. Over 22% of storefronts on this segment are drinking places or full-service restaurants. This segment has the lowest vacancy rate out of the three at 6.1% and zero redevelopment-related vacancies.

### DePaul University

A major asset in the Lincoln Avenue Corridor is DePaul University, the largest Catholic University in the country. Founded in 1898, DePaul has been an institutional anchor in the neighborhood throughout the past century. While many of its graduate school programs are located in the Loop, nearly half of all classes take place on its Lincoln Park Campus. The University has an undergraduate enrollment of 16,153, with 3,000 students living in residences on the Lincoln Park campus. Lincoln Avenue is one of the closest commercial strips to the campus for current students, visiting families, and prospective students.

DePaul University is one of the largest employers in Lincoln Park, with nearly 1,800 full and part-time faculty and staff on the Lincoln Park Campus. These employees and students could bring additional daily spending potential to Lincoln Avenue and the community.

The Master Plan for DePaul University (Figure 40 on the following page) includes campus expansions shown in orange. The School of Music at the corner of Fullerton, Halsted and Lincoln Avenues, represents a large parcel that is currently being redeveloped. The new facility will house state of the art performance venues and will be an added entertainment asset to the corridor. Future plans for DePaul's Lincoln Park campus also include a hotel, welcome center, and dormitory on the north side of Fullerton and west side of Sheffield Avenue. Lincoln Avenue stands to benefit if this plan is fully realized in terms of increased visitors and expenditure potential.



Architectural rendering of proposed DePaul School of Music  
Source: Antunovich Associates



FIGURE 40: DEPAUL UNIVERSITY - LINCOLN PARK CAMPUS MASTER PLAN, 2009 - 2019 (SCHOOL OF MUSIC)



Source: DePaul University



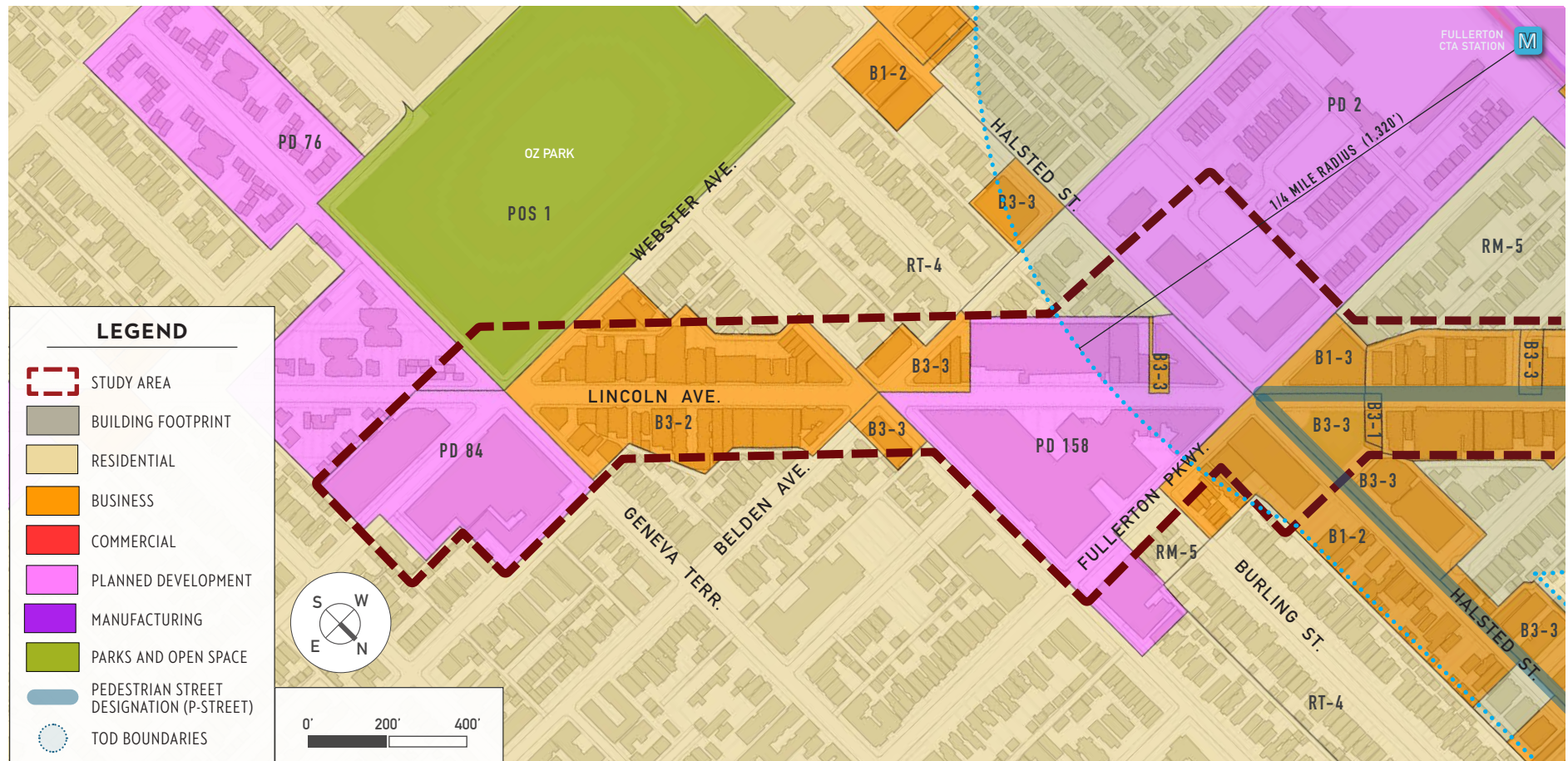
## ZONING

The majority of the study area is zoned as a B3 business district, designed to accommodate retail storefronts along major streets. There are also a number of Planned Developments along the corridor, which include larger shopping centers, as well as the former Children's Memorial Hospital site and parking facilities. The residential areas surrounding the corridor are largely RT-4 – designed for two-flats, townhouses, low-density apartment buildings, and single family homes.

## TOD Boundaries

The City of Chicago updated its Transit Oriented Development (TOD) boundaries in 2015 to incentivize development around CTA and Metra stations. The ordinance allows for increased FAR and reduced parking requirements within a quarter-mile radius of a station, and up to a half-mile along a street with an official 'Pedestrian' designation. The Fullerton and Diversey CTA stations bring TOD status to much of the study area, the boundaries of which are shown in the map below.

FIGURE 41: ZONING MAP

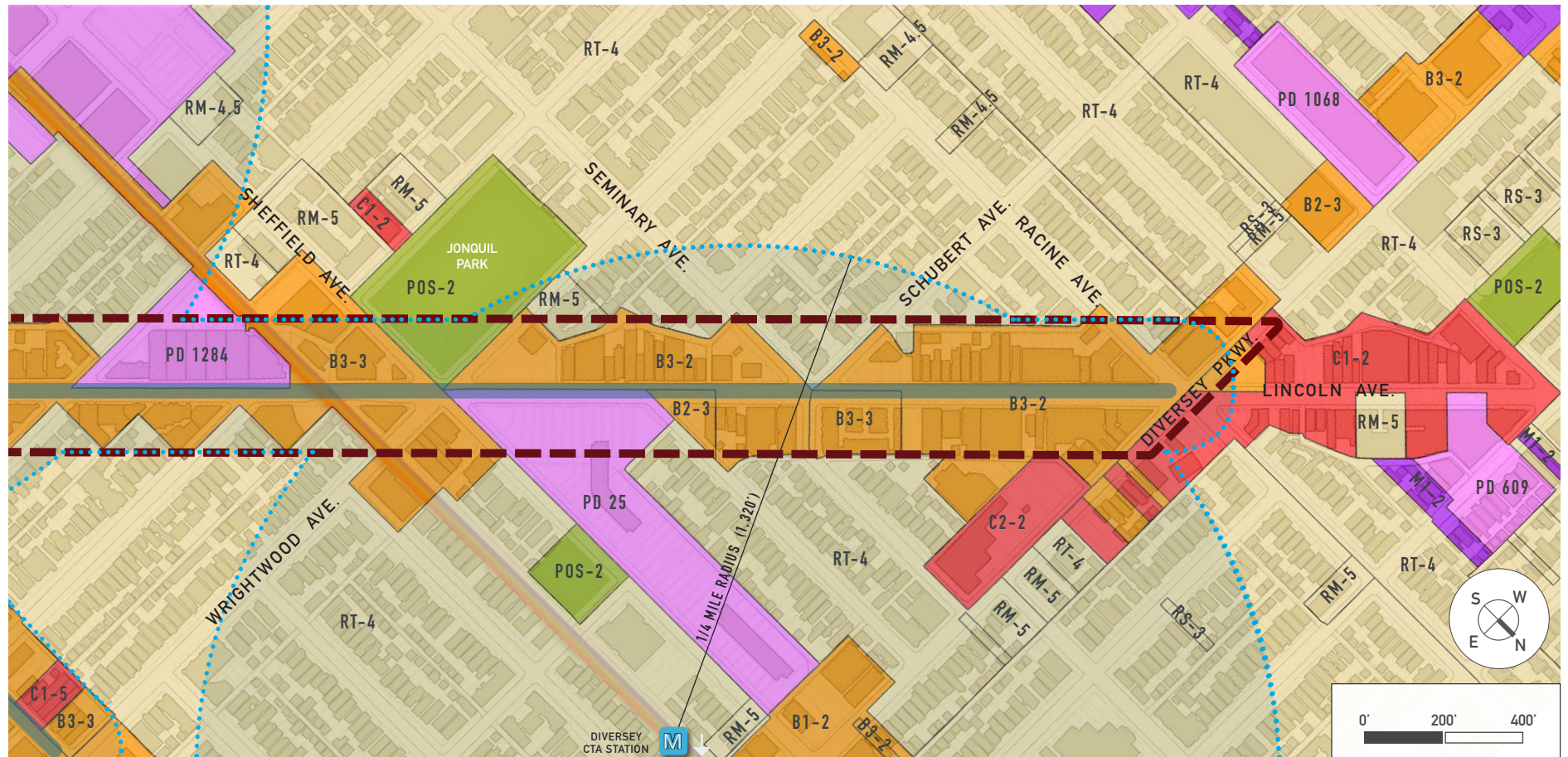




## Pedestrian Streets

Pedestrian Streets (P-Streets) are designated segments of a corridor where there is a desire to preserve and enhance the pedestrian-oriented character of streets and intersections. These areas are widely recognized as Chicago's best examples of pedestrian-oriented shopping districts.

Lincoln Avenue is designated as a pedestrian street from Fullerton to Diversey Parkway, which extends the area's TOD boundaries so that the parcels adjacent to the corridor also qualify for the ordinance. Halsted Street was recently made a pedestrian street between Fullerton and Wrightwood, which further extends the TOD boundary.





## A CORRIDOR IN TRANSITION

As previously noted, the Lincoln Avenue Corridor is the focus of a range of new development, with a number of planned and proposed developments moving forward. In total, there are current plans for an additional 1,149 housing units and 156,000 SF of commercial space within and adjacent to the SSA. Once completed, this will be the largest growth in housing units Lincoln Park has seen in decades.

Figure 42 (below) provides an overview of the planned developments in relation to the Study Area. In the diagram, planned redevelopment project sites are highlighted in red, while blue indicates additional opportunity sites for improvements or infill development. A chart with additional detail on the planned redevelopment projects is provided on page 105.

The majority of these units will be in buildings that were once medically-related and served a large daytime population.

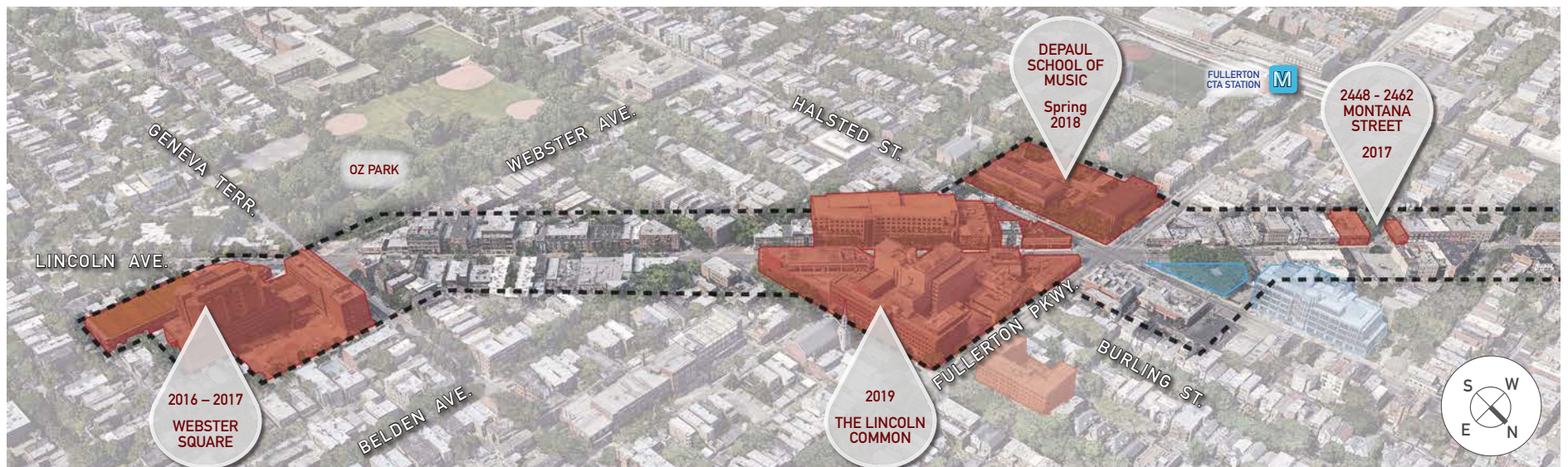
WHILE OVER  
**20%**  
IS CURRENTLY  
VACANT,  
**10%**  
OF THE CORRIDOR WILL BE  
SIGNIFICANTLY  
REDEVELOPED  
WITHIN THE NEXT 5 YEARS

Children's Memorial Hospital, Lincoln Park Hospital and the former Lincoln Center building, which had ground floor medical offices, are all planned sites for mixed-use redevelopment.

Lincoln Avenue was home to Children's Memorial Hospital since 1908. Its closure and move to Streeterville in 2012 opened the six acre parcel for redevelopment. McCaffery Interests has been working on the redevelopment plan for the past four years, gradually building community support. In early 2016, in partnership with Hines Interests, McCaffery was given the necessary approvals to move forward on the estimated \$350 million project.

In the interim, a number of other ground floor businesses closed, including medical offices and convenience/food service businesses that catered to the 1.5 million daytime employees and visitors the hospital saw annually. Stanley Manne Children's Research Institute, located on Halsted just north of Fullerton, will also be vacated in 2019 and relocated to Streeterville. The transition from Lincoln Avenue as a medical/office corridor, to a dense residential area with more ground floor commercial, will be apparent by the time these projects are completed in 2018.

FIGURE 42: BIRD'S EYE DIAGRAM OF PLANNED REDEVELOPMENTS & OPPORTUNITY SITES



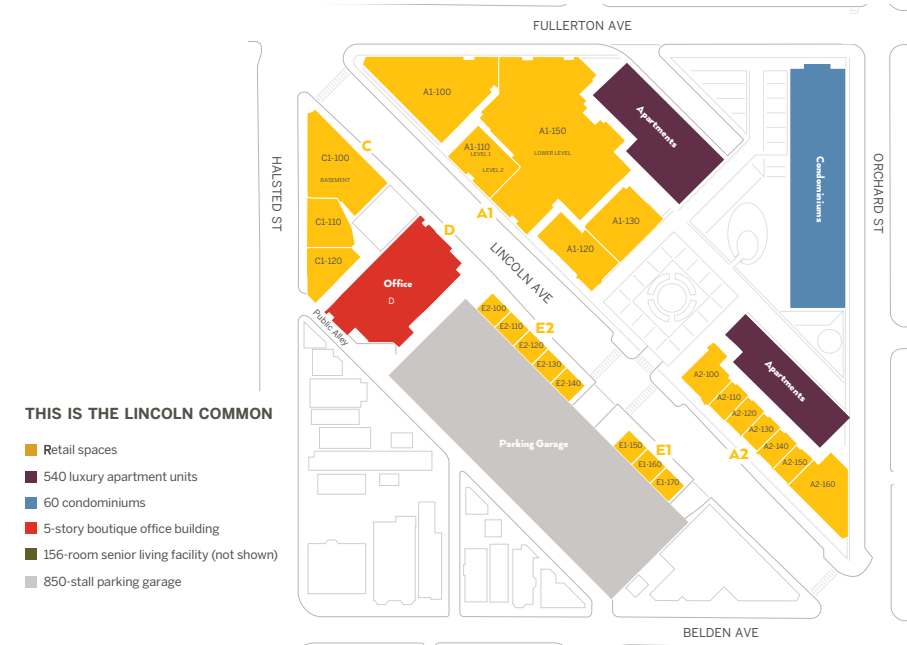


## The Lincoln Common (CMH Redevelopment)

The redevelopment of the Children's Memorial Hospital by McCaffery/Hines will be a diverse mix of 756 units within six buildings, five of which are designated as historic. The mix will include 538 apartments, 40 condos, 156-room senior living facility, 47,000 square feet of boutique office space and 93,000 square feet of retail space. Ten percent of the housing units will be affordable. The project plans include preserving many of the historic commercial buildings at the intersection of Fullerton and Lincoln.

Some of the tenants will likely be national retailers who can afford the rents associated with new construction, as well as local businesses occupying smaller spaces in front of the parking garage. Twenty-two percent (22%) of the site plan is dedicated to open space. Figure 43 is the latest site plan from McCaffery/Hines showing the scale and planned usage of each site (additional imagery is provided in *Development Opportunities* section found in Volume II of this report). The former parking garage for Children's Memorial Hospital will be part of The Lincoln Common. Many of the spaces will be reserved for residents of the development and retail store customers, with additional paid public spaces for visitors to Lincoln Avenue.

FIGURE 43: THE LINCOLN COMMON SITE PLAN



Source: Hines/McCaffery - The Lincoln Common Brochure





### ELEVATE Lincoln Park

Baker Development is developing two high-end luxury rental buildings with 191 units total, and 16,300 SF of ground floor commercial space, which will open in late 2017. These buildings will be on the site of the former Lincoln Center mixed use building, adjacent to the Apollo Theater. The new development will include high-end amenities, targeting dual-income, 25 to 34 year old professionals. The larger units, including 16 penthouse units, will appeal to downsizing empty nesters. This project was permitted to be denser than the original zoning due in part to the City of Chicago's reformed Transit Oriented Development (TOD) ordinance that was passed in 2015. Lincoln Avenue between Diversey and Fullerton is a Pedestrian-Designated Street (p-street), which allows for a greater density bonus and reduced parking requirements due to its proximity to the Red/Brown/Purple Line CTA stations.

### Montana Street

BlitzLake Partners has proposed two mixed use buildings, with a total of 31 units (22 south of Montana and 9 north of Montana) and ground floor commercial space geared towards younger residents. This project will also take advantage of the TOD ordinance and will have minimal parking.

### Webster Square

Adjacent to the SSA across from Oz Park, Webster Square Phase I opened in 2014 with 75 apartments. Future phases include eight single-family homes and 95 condominiums by 2017. This redevelopment of the former Lincoln Park Hospital site is further from a CTA station and will not utilize the TOD ordinance. A 255 space parking garage was included with the project in 2015. Figure 44 details the proposed and planned developments for the corridor.



*The existing site of the Montana Street redevelopment (left side of image)*



*Former Lincoln Center Development*

*Source: Baker Development*



*ELEVATE Development. (under construction)*

*Source: Baker Development*



FIGURE 44: NEW DEVELOPMENTS SUMMARY

New Developments on Lincoln Avenue Corridor										
Project Name	Address(es)	Developer	Expected Completion	Unit Count	Unit Type	Sq. Ft.	Quoted Net Rents/Prices	Commercial SF	Parking	Description of Development
The Lincoln Common - CMH 2323-2365 N. Lincoln Ave	2365 N Lincoln	Hines/ McCaffery	All Buildings by 2019	538	Rental - Studio	529	\$1,700	93,000 SF of retail space	850 in existing structure	6-acre development consisting of two apartment buildings, 47,000 SF of office. 40 low-rise condos and 156 units of senior housing.
	2323 N Lincoln				Rental - 1 BR	809	\$2,500			
					Rental - 2 BR	1,181	\$3,700			
					Condos	Not finalized	Not finalized			
				156	Senior housing	Not finalized	Not finalized			
Elevate Lincoln Park 2518-2536 N. Lincoln Ave	2518-2536 N Lincoln Ave	Baker Development	Late 2017	191	Rental - Studio	Not finalized	\$1,800-\$4,000	16,300	138	Two joined TOD 11-story high rise luxury apartment buildings with 16,000 sf of retail.
					Rental - Convertible					
					Rental - 1 BR					
					Rental - 2 BR					
					Rental - 3 BR					
Webster Square 2205 N. Geneva 558 W. Webster Ave	2205 N Geneva Terrace	Sandz Development Co.	Condos Late 2016 or early 2017	95	Condo - 1 BR	927 - 1,021	\$459,000 - \$751,000	35,000	255	Built on the old Lincoln Park Hospital site, this mixed-use development will feature a 12 story condo tower, a six story luxury apartment building, eight single family homes and 35,000 SF of retail.
					Condo - 2 BR	1,470 - 1,805	\$728,000 - \$998,000			
					Condo - 3 BR	2,137 - 2,762	\$1,130,000 - \$1,685,000			
					Condo - 4 BR	2,695 - 3,251	\$1,764,000 - \$2,146,000			
					Rental - Studio	684-694	\$1,997 - \$2,093			
	558 W Webster Ave		Rentals Summer 2014	75	Rental - 1 BR	630-882	\$1,914 - \$2,531			
					Rental - 2 BR	977-1,238	\$2,788 - \$3,950			
	Grant Place and Geneva		Detached Units 2017	8	Single family detached	Custom built by buyers	TBD (\$1.4M + Construction)			
Montana St 2448-2462 N. Lincoln Ave	2448 N Lincoln Ave	BlitzLake Partners	Late 2018	2448 N. Lincoln - 22 units	Rental - Studio	493 - 512	\$3.00/SF	5,131	6	Two TOD buildings straddling Montana Street with over 6,000 SF of ground floor retail.
					Rental - 1 BR	660 - 770				
					Rental - 2 BR	801 - 1,046				
					Rental - 3 BR	1,192				
	2462 N Lincoln Ave			2462 N. Lincoln - 9 units	Rental - 1 BR	587 - 691		1,200	2	
Totals				1,127				51,300	1,445	
Source: Based on sources deemed reliable, as of December 2017										
GOODMAN WILLIAMS GROUP REAL ESTATE RESEARCH										

Source: Based on sources deemed reliable, as of December 2017

GOODMAN WILLIAMS GROUP  
REAL ESTATE RESEARCH



# MARKET CONDITIONS

The Lincoln Park Community Area is one of the 77 official Community Areas designated by the City of Chicago, each of which consists of a grouping of US Census tracts. In this report, the Lincoln Park Community Area is used to provide a framework for the Lincoln Avenue Corridor Plan and to analyze demographic, housing, and community development trends.

## DEMOGRAPHIC OVERVIEW

The demographic trends of this area form the basis for analyzing the changes that have been occurring in the community and help forecast current and future market conditions.

As shown in Figure 45 the overall population in the Lincoln Park Community Area has increased slightly by 1.2% from 2000-2016. In comparison, the City of Chicago's overall population declined by 4.3% over the same time period. Lincoln Park has been able to attract residents in spite of Chicago's population loss due to a number of locational amenities, including access to transit and jobs, proximity to Lake Michigan, its appeal to younger professionals and families, quality public and private schools, and the presence of DePaul University.

During the past 15 years, Lincoln Park has experienced a slight loss in the number of households and added comparatively few new housing units. Contributing to this trend is the conversion of multifamily buildings (two- and three-flats) to single family homes. Average household size has increased, but remains lower than in the City of Chicago (1.82 vs 2.52) in 2016.

Since 2000, the number of family households with children under the age of 18 increased by more than 1,100 households, nearly 30%, as shown in Figure 46. In comparison, in the City of Chicago, the number of households with children under 18 declined by -2.3%. The population in the area that resides in group quarters also grew by 10%, mostly due to DePaul University increasing the number of undergraduates living on campus in new dormitories.

THE POPULATION OF THE  
LINCOLN PARK COMMUNITY AREA  
INCREASED FROM 2000 - 2016

1.2%

EVEN THOUGH....  
THE OVERALL POPULATION  
OF CHICAGO DECREASED  
FROM 2000 - 2016

-4.3%

FIGURE 45: POPULATION TRENDS

LINCOLN PARK COMMUNITY AREA POPULATION CHARACTERISTICS				
	2000	2010	2016 Estimates	2000 - 2016 % Change
Total Population	64,320	64,116	65,088	1.2%
Total Households	35,776	33,536	33,821	-5.5%
Total Housing Units	37,398	36,864	37,562	0.4%
Average Household Size	1.70	1.80	1.82	7.1%

Source: 2000/2010 data from U.S. Census Bureau, ESRI Business Analyst

FIGURE 46: HOUSEHOLD TRENDS

LINCOLN PARK COMMUNITY AREA HOUSEHOLD CHARACTERISTICS				
	2000	2010	2014	2000 - 2014 % Change
Family HHs	10,388	10,196	10,524	1.3%
Family HHs with Children under 18	3,805	4,271	4,937*	29.8%
Population living in Group Quarters	3,364	3,619	3,671*	9.1%
Median Age	32.0	29.9	31.3	
Median Household Income	\$68,613	\$85,237	\$89,279	

Source: 2000/2010 data from U.S. Census Bureau, ESRI Business Analyst,  
2010-2014 American Community Survey

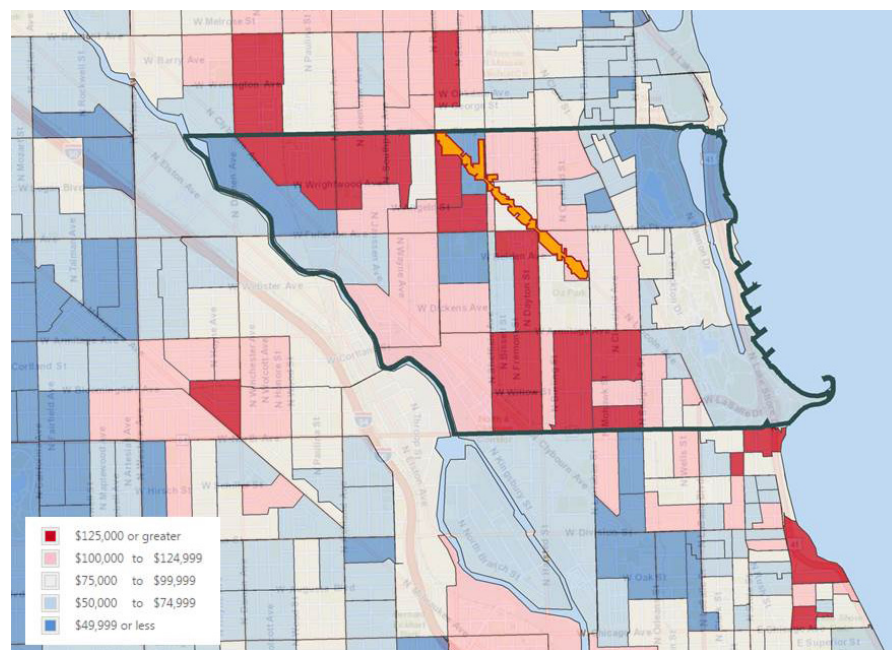


## Household Income

Median household incomes in Lincoln Park are high in comparison with the City of Chicago. According to the 2010-2014 American Community Survey, the estimated median household income in Lincoln Park exceeded \$89,000, almost double the median household income of Chicago, estimated at \$47,800.

Figure 47 provides a map of estimated median household incomes by Census Blocks in the Lincoln Park Community Area, with SSA #35 shown in yellow. Although Lincoln Park has a high overall median household income, this map illustrates the wide range of incomes around the Lincoln Avenue Corridor. Commercial and residential developments serve households with a broad range of incomes, including those earning less than \$50,000 (blue) to more than \$125,000 (red).

**FIGURE 47: MEDIAN HOUSEHOLD INCOME MAP**

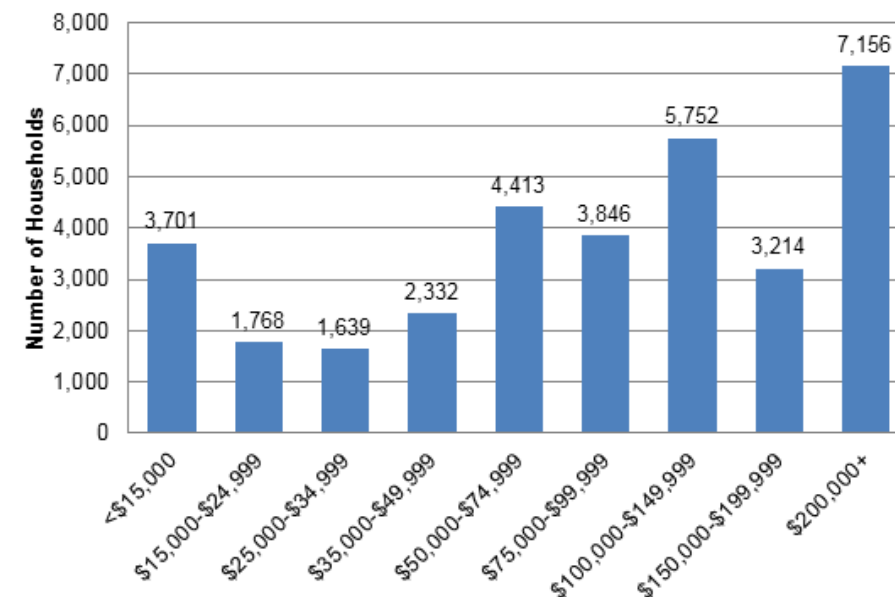


Similarly, Figure 48 shows estimated household income distribution within the Community Area. Over 21.2% of the households earn greater than \$200,000 annually, while 27.9% earn less than \$50,000. This income diversity helps support a wide variety of retailers and businesses within the corridor.

## Age & Race

In addition to being diverse in terms of incomes, Lincoln Park also has a varied age distribution (see Figure 49 on the following page). The median age for the community area is 31.3, which is slightly younger than the City of Chicago median of 33.9. The population under 19 grew 20.7% from 2000 to 2016. This is the result of more DePaul students moving into the area and younger families with children choosing to reside in Lincoln Park for the top-ranked elementary and secondary schools. Across the City, the opposite trend is taking place, with a nearly 18% decline in the population under 19.

**FIGURE 48: 2016 HOUSEHOLD INCOME DISTRIBUTION FOR THE LINCOLN PARK COMMUNITY AREA**



Source: Esri Business Analyst



The largest age cohort in Lincoln Park is 25-34 year olds, although their percentage has dropped by -12.7% since 2000. One third of residents fall into this category, reflecting Lincoln Park's continued popularity with young professionals. The baby boomer population, those aged 55-74, grew by one-third in the past 15 years, adding an additional 3,000 residents to this age group. Between the growth of the under 19 population and the 55-74 cohort, the median age has remained relatively unchanged since 2000.

Figure 51 details the racial makeup of Lincoln Park since 2000. In 2016, 85.2% of the population identified as White. The Black population has declined by 24% since 2000 and now represents only 3.9% of the population. The demolition of the Chicago Housing Authority's Cabrini Green contributed to this drop.

Asians are the fastest growing minority group in Lincoln Park, comprising 6.5% of the population in the Community Area in 2016, which is an 80% increase in representation since 2000. The Hispanic population has grown consistently over the past fifteen years, and today, is estimated to represent 6.4% of the population in the Community Area.

**FIGURE 49: AGE DISTRIBUTION**

LINCOLN PARK COMMUNITY AREA					
	2000	2010	2016 Estimates	2000 - 2016 % Change	% of 2016
19 and under	8,229	10,135	10,380	20.7%	15.9%
20-24	7,926	9,584	8,136	2.6%	12.5%
25-34	23,428	19,812	20,791	-12.7%	31.9%
35-44	9,899	8,470	8,561	-15.6%	13.2%
45-54	6,637	6,040	6,002	-10.6%	9.2%
55-74	6,087	8,008	9,001	32.4%	13.8%
75+	2,114	2,067	2,217	4.6%	3.4%
Total	64,320	64,116	65,088	1.2%	100.0%
Median Age	32.0	29.9	31.3		

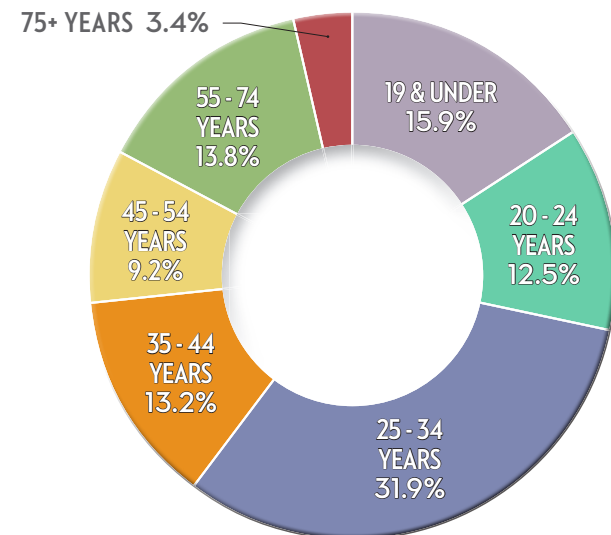
Source: 2000/2010 Data US Census, 2016 ESRI Business Analyst

**FIGURE 51: RACE**

LINCOLN PARK COMMUNITY AREA					
	2000	2010	2016 Estimates	2000 - 2016 % Change	% of 2016
Population Reporting One Race					
White	54,341	55,418	55,443	2.0%	85.2%
Black	3,323	2,843	2,527	-24.0%	3.9%
American Indian	86	98	98	14.0%	0.2%
Asian/Pacific Islander	2,347	3,352	4,213	79.5%	6.5%
Some Other Race	134	985	1,136	747.8%	1.7%
Population Reporting Two or More Races	835	1,420	1,671	100.1%	2.6%
Total Hispanic Population	3,254	3,571	4,147	27.4%	6.4%

Source: 2000/2010 data from U.S. Census Bureau, 2016 Esri Business Analyst

**FIGURE 50: LINCOLN PARK BY AGE (2016 ACS)**





## RESIDENTIAL MARKET ASSESSMENT

The majority of the 32,271 occupied residential units in Lincoln Park were renter-occupied (56.3%) while 43.7% were owner-occupied, according to the 2010-2014 American Community Survey. This is similar to the tenure breakdown for the City of Chicago. The estimated vacancy rate in Lincoln Park is lower than the City of Chicago at 9.4%, versus 13.6%.

The Lincoln Park Community Area is much denser than many other parts of Chicago. Buildings with 20+ units make up 44% of the housing stock in Lincoln Park, while across the City 20+ unit multifamily buildings are only one-fourth of the housing stock. Only 9.3% of Lincoln Park's housing units are single family homes, in comparison to Chicago at 25.4%.



Single Family Detached



Low Rise (3-4 units)



Low Rise (5-9 units)



Mid Rise (10-19 units)



High-rise (20+ units)



High-rise (20+ units)

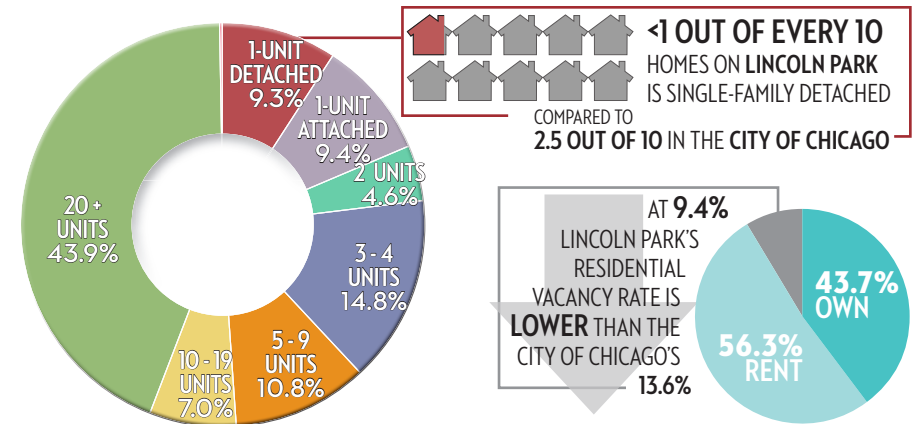


FIGURE 52: HOUSING UNITS

LINCOLN PARK COMMUNITY AREA HOUSING UNITS BY OCCUPANCY STATUS & TENURE		
	#	%
Total Housing Units (ACS 2009-2014)	35,637	100.0%
Occupied Housing Units	32,271	90.6%
Owner Occupied	14,092	43.7%
Renter Occupied	18,179	56.3%
Vacant Units	3,366	9.4%
BY UNIT TYPE		
	#	%
1-Unit, Detached	3,302	9.3%
1-Unit, Attached	3,341	9.4%
2 Units	1,642	4.6%
3 or 4 Units	5,285	14.8%
5 to 9 Units	3,842	10.8%
10 to 19 Units	2,477	7.0%
20 or more Units	15,662	43.9%
Other	86	0.2%

Source: Esri Business Analyst, U.S. Census Bureau, American Community Survey 2009-2014

## Rental Overview

Rents in the community area show the high quality of housing stock and desirability of the neighborhood. The *January 2016 Zumper National Rent Report* shows the Lincoln Park Community Area has the sixth highest median rents for one and two-bedroom units of the 77 Community Areas in the City. These median figures are expected to rise in the coming years with the completion of new luxury housing units.

It is important to note that not all of Lincoln Park's rental housing stock is market-rate luxury units. Four existing Chicago Housing Authority (CHA) apartment buildings are located within the Community Area; all are age restricted for residents age 62 and older. One of these developments, the Edith Spurlock Sampson Apartments, is located at the intersection of Wrightwood and Lincoln Avenue. Built in 1965, the development contains 394 studio and one bedroom units within two 11-story, high-rise buildings.

A total of nearly 1,000 affordable rental units are located in non-CHA buildings in the Community Area. The redevelopment of the Children's Memorial Hospital site will include ten percent affordable units, adding the first new affordable units in decades.

## For-Sale Residential Overview

The for-sale residential market in the Lincoln Park Community Area has rebounded from the Great Recession of 2008-2009, both in terms of median sale price and volume of sales. The median sale price for attached units (townhomes and condominiums) in 2015 was \$444,500, a \$30,000 gain from 2007. There were 1,293 attached units sold in 2015. The average listing was on the market for 62 days, nearly half of the time from the pre-recession days, indicating that this is a popular market for buyers.

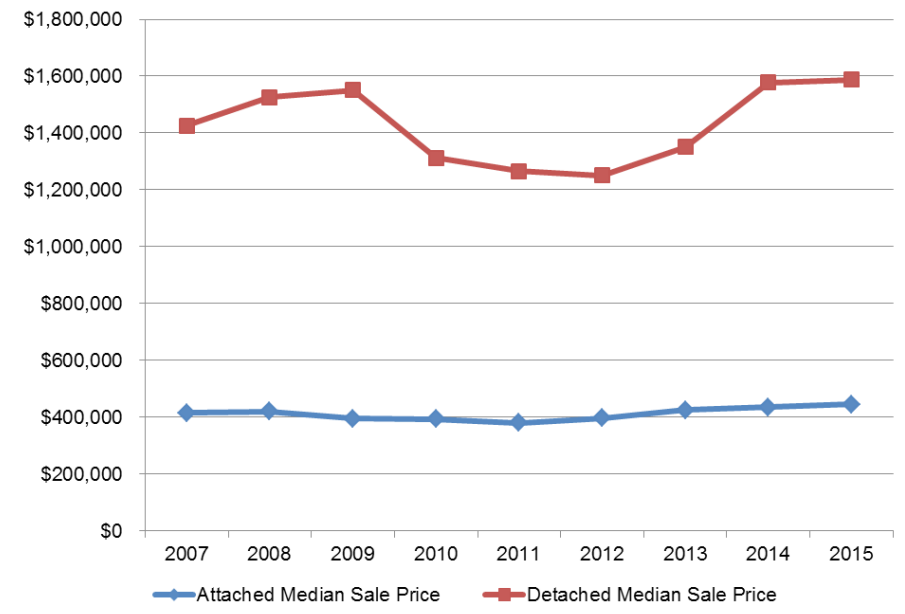
The detached or single-family market has also fared well post-recession. A total of 201 homes were sold in 2015 at a median sale price of \$1,588,000. This median is \$160,000 more than in 2007. Figure 54 shows how the sale price declined dramatically during the recession and has since rebounded. In 2015 homes averaged less than four months on the market, while in 2007, the average was over six months - more evidence of the desirability of Lincoln Park.

FIGURE 53: COMMUNITY AREA MEDIAN RENT

TOP 10 COMMUNITY AREAS - MEDIAN RENT			
Position	Community Area	1 Bedroom	2 Bedroom
1	Near North Side	\$2,260	\$3,180
3	Near West Side	\$2,190	\$2,850
2	Loop	\$2,190	\$2,650
4	West Town	\$1,820	\$2,170
5	South Loop	\$1,770	\$2,550
6	Lincoln Park	\$1,670	\$2,400
7	North Center	\$1,400	\$1,610
8	Lakeview	\$1,300	\$1,790
9	Lincoln Square	\$1,270	\$1,580
10	Uptown	\$1,200	\$1,550

Source: Zumper National Rent Report, January 2016

FIGURE 54: MEDIAN HOME SALE PRICES, 2007 - 2015





## Residential Outlook

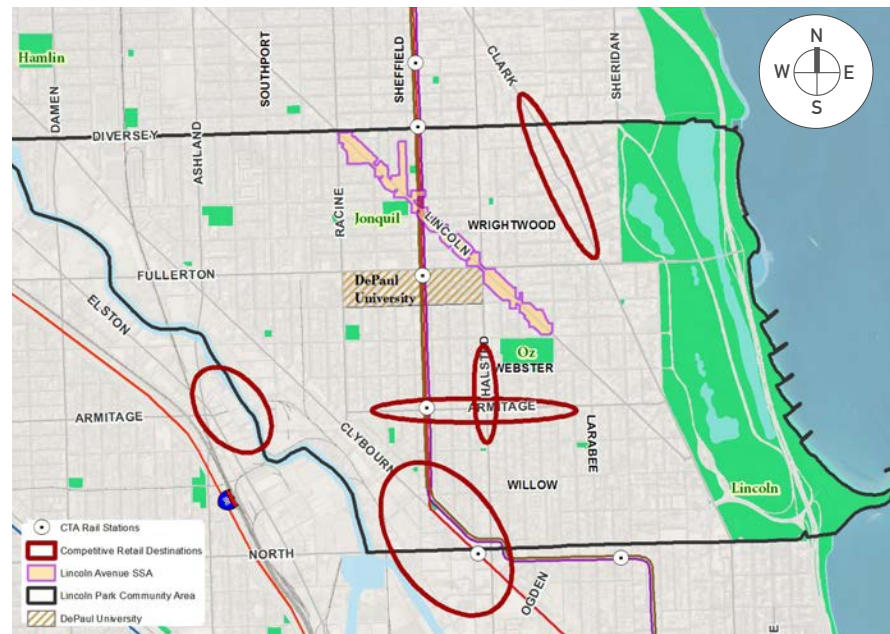
As discussed earlier in this report, four new developments are either planned or under construction on the Lincoln Avenue Corridor, adding 986 rental units and 103 for sale units. These new developments will bring major changes to the Corridor and Lincoln Park, adding more residential density, amenities, and buying power to support additional businesses.

Demand segments for these new multifamily units on Lincoln Avenue will include downsizing empty nesters who wish to stay in the neighborhood, and young professionals choosing to move to Lincoln Park for its proximity to Lake Michigan, good transit, and the Loop.

## COMMERCIAL MARKET ASSESSMENT

Within the Lincoln Park Community Area, a number of retail concentrations are competitive with the Lincoln Avenue Corridor (See Figure 55). In particular, the retail concentrations along Clybourn near North Avenue, the boutique retail shops and restaurants along Armitage Avenue and Halsted, and the Century shopping center and businesses along Clark Street all

**FIGURE 55: COMPETITIVE RETAIL CORRIDORS MAP**



Source: Goodman Williams Group

compete with Lincoln Avenue. Just outside of the Community Area, the big box retailers along Elston and Clybourn Avenues, the newly developed New City shopping center on Clybourn, and the Southport Corridor in Lakeview continue to draw patrons from throughout the City's North side. The Lincoln Avenue Corridor has the opportunity to re-establish its unique identity in an already crowded and popular commercial market area.

## Business Inventory

In April 2016, Goodman Williams Group inventoried all ground floor commercial business in the Lincoln Avenue SSA #35 (see Figure 56 for a breakdown by category). A total of 192 ground floor businesses were identified in the SSA. Key findings include the following:

- One-third of the businesses in the corridor are dining and drinking establishments.
- Only 8.9% (17) of the establishments are retail stores.
- Another one-third of businesses are medical offices and professional and personal services, which do not generate retail sales tax.
- Entertainment venues play a key role within the corridor. There are 5 entertainment venues, including DePaul's School of Music. Excluding DePaul, these venues attract 318,000 annual attendees.
- The current vacancy rate is quite high, with 40 storefronts (20.8%) vacant. However, half of this space is included in Planned Developments that will be redeveloped over the next 3 years.

**FIGURE 56: BUSINESS INVENTORY**

LINCOLN AVENUE CORRIDOR	
CATEGORY	#
Limited Service Dining / Coffee Shops	23
Full-Service Restaurant	20
Drinking Place	20
Medical / Dental Office	21
Personal Service	24
Professional Service / Office	19
Government / Institutional	1
Part of Redevelopment Plan	19
Vacant	21
Auto-Related	3
Retail	17
Entertainment	4

Source: LPCC, Goodman Williams Group field work April 2016

## Commercial Market Strengths & Weaknesses

Within the Corridor, Lincoln Avenue is home to the 63 bars, restaurants, and coffee shops. These establishments range widely in terms of price points, types of food, and ownership structure. Included are higher end restaurants, ethnic food options, and national limited service dining establishments, such as Subway, McDonald's, and Domino's Pizza.

Local favorite dining and drinking establishments, identified through conversations and surveys with the public, include: Red Lion Pub, The Barrelhouse Flat, Burnt City Brewing Company, Aquitaine Restaurant, Simply It Restaurant, Venezuelan Bowl, deQuay Restaurant, Batter and Berries, the Bagelers Coffeehouse, Chipotle, and the first ever Potbelly's location. The diverse choices are reflective of the community's diverse residents and the presence of college students.

Both the local and national establishments in the corridor encourage a pedestrian-friendly environment. Ninety-three percent (93%) of the public surveyed stated that their primary mode of access to Lincoln Avenue was by foot. The corridor has few auto-related destinations: one gas station and one auto repair shop. The two 7-11s are the only businesses with parking in front that breaks up the pedestrian experience. The former Children's Memorial Hospital Parking Garage provides parking for area shoppers and residents.

A weakness of the corridor is the lack of retail stores. The surveys identified that shoppers tend to travel to the Southport Corridor, Armitage Avenue, and Clybourn/North Avenue for their shopping needs, effectively taking traffic away from Lincoln Avenue. Sixty-six percent of respondents to the Lincoln Avenue Corridor Plan - Community Survey stated that more dining options were one of their top three priorities. Fifty-two percent mentioned more retail options as a top priority. The influx of new development in the next three years will bring more ground floor commercial space that can accommodate this demand. The momentum from the new developments will also help fill the existing vacant spaces that are a result of businesses closing since Children's Memorial Hospital shuttered its Lincoln Park location.

Opportunities exist in the corridor to enhance dining and drinking options with the entertainment venues on Lincoln Avenue. In addition, an increased diversity of retail options and food establishments, especially those serving a range of demographics throughout the day, will better serve the needs of local residents and help to attract a wider customer base.

NEAR THE CORRIDOR:

### 7 ENTERTAINMENT VENUES

REPRESENT IMPORTANT DESTINATIONS.

- KINGSTON MINES
- B.L.U.E.S.
- ATHENAEUM THEATRE
- PARK WEST
- DePAUL ART MUSEUM
- DePAUL'S SULLIVAN ATHLETIC CENTER
- DePAUL THEATER SCHOOL

WITHIN THE CORRIDOR:

### 5 ENTERTAINMENT VENUES

REPRESENT KEY DESTINATIONS.

- GREENHOUSE THEATRE CENTER
- VICTORY GARDENS BIOGRAPH THEATER
- LINCOLN HALL
- APOLLO THEATER
- DePAUL SCHOOL OF MUSIC



15 DIFFERENT STAGES

2,958 SEATS

2,888 ANNUAL SHOWS, EVENTS & PERFORMANCES

318,000\*

IN ANNUAL ATTENDANCE

\* DOES NOT INCLUDE ESTIMATES FOR THE NEW DePAUL SCHOOL OF MUSIC VENUES



The Greenhouse Theater sits in close proximity to bars and restaurants

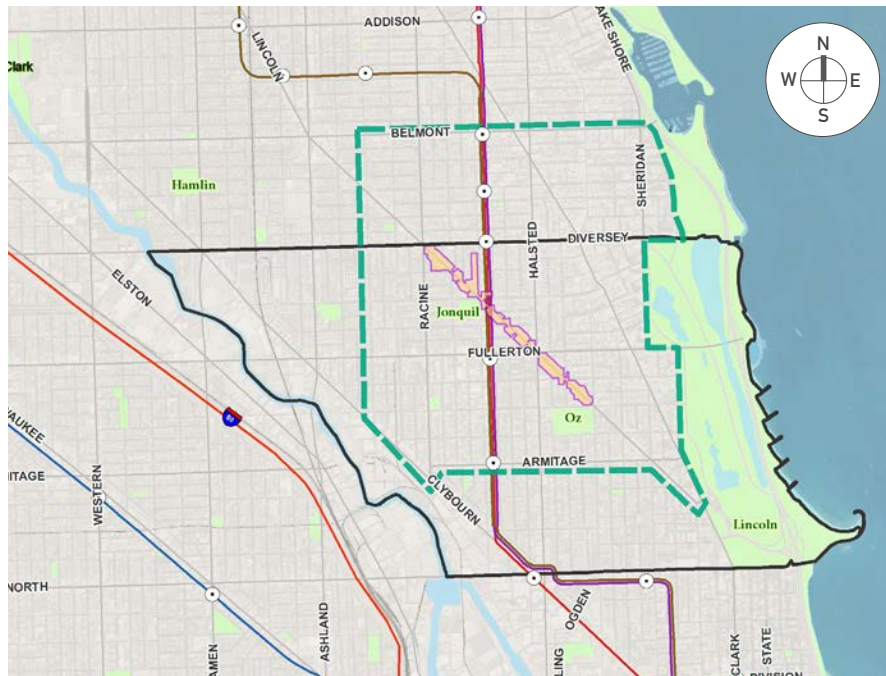


## Defining a Primary Market Area

As part of the planning process, Goodman Williams Group delineated a Primary Market Area specific to the Lincoln Ave SSA #35. A Primary Market Area typically provides 60%-80% of the patronage for area businesses. Obviously, some individual businesses are destinations and attract from a larger trade area, while others serve a very local clientele. The boundaries for this Primary Market Area are Belmont to the north, Lincoln Park to the east, Armitage Avenue to the south, and Southport to the west, shown dashed in Figure 57.

The factors considered in defining this market area were competitive shopping areas, surrounding neighborhoods, transit stations and commercial arteries, as well as information obtained from interviews with stakeholders. The market area includes portions of the neighborhood-serving commercial developments along Belmont, Clark Street, Halsted, Southport, and Armitage, but excludes the destination-oriented retail along North Ave. and Clybourn.

**FIGURE 57: PRIMARY MARKET AREA MAP**



Source: Goodman Williams Group

## Leakage Analysis Primary Market Area

Completing a Leakage (or Gap) Analysis is a quantitative method that helps to illustrate the strengths and opportunities within a commercial area (see Figure 58 on the following page). It compares the expenditure potential of households living within the Primary Market Area (PMA) with estimates of actual sales that take place within this area.

As defined above, the PMA for the Lincoln Corridor has an estimated 43,314 households in 2016, which spend an estimated \$2.55 billion annually at retail and food + drink establishments (labeled in Figure 58 as *Demand*). Businesses located within the PMA report an estimated \$1.19 billion in sales (labeled in Figure 25 as *Supply*). Therefore, approximately \$1.36 billion annually of the total potential demand is not captured in the Market Area (shown in Figure 25 in green is the Retail Gap), indicating retail leakage.

An analysis of the retail leakage by category shows that residents in the PMA are shopping elsewhere for items in the following retail categories:

- Motor vehicles and automotive-related purchases
- General Merchandise, which includes purchases at department stores and discount general merchandise stores such as Target.
- Food and Beverage Stores, specifically Grocery Stores

Businesses in the Lincoln Avenue Corridor are attracting households beyond the PMA in the Food Services and Drinking Places category, as well as in the miscellaneous category, which includes independently owned specialty shops. This analysis is consistent with our prior discussion of the strengths of the current inventory and the survey results.

## Commercial Outlook

The addition of more than 200,000 square feet of new ground floor retail space in the redevelopment of the Children's Memorial Hospital site (Lincoln Common) and the other planned developments in the Corridor will greatly enhance the retail and service offerings. Some of the new offerings will be credit-worthy national retailers occupying larger spaces and paying rents that support the cost of new construction, while others may be smaller, independently owned retailers seeking more affordable rents.

FIGURE 58: PRIMARY MARKET AREA LEAKAGE ANALYSIS, 2016

LEAKAGE ANALYSIS FOR LINCOLN AVENUE CORRIDOR PRIMARY MARKET AREA			
<b>Summary Demographics</b>			
2016 Population	76,846		
2016 Households	43,314		
2016 Median Disposable Income	\$57,976		
<b>Industry Summary</b>			
	<b>Demand (Retail Potential)</b>	<b>Supply (Retail Sales)</b>	<b>Retail Gap</b>
Total Retail Trade and Food & Drink	\$2,554,981,973	\$1,190,101,941	\$1,364,880,032
Total Retail Trade	\$2,273,521,970	\$880,312,318	\$1,393,209,652
Total Food & Drink	\$281,460,004	\$309,789,623	-\$28,329,619
<b>By Category:</b>			
Motor Vehicle & Parts Dealers	\$498,554,783	\$22,904,873	\$475,649,910
Gasoline Stations	\$152,557,516	\$9,705,633	\$142,851,883
Furniture & Home Furnishings Stores	\$68,964,307	\$112,831,002	-\$43,866,695
Electronics & Appliance Stores	\$113,806,572	\$57,508,072	\$56,298,500
Bldg Materials, Garden Equip. & Supply Stores	\$93,479,218	\$24,346,089	\$69,133,129
Food & Beverage Stores	\$451,415,070	\$251,511,482	\$199,903,588
Grocery Stores	\$398,520,258	\$211,210,360	\$187,309,898
Specialty Food Stores	\$24,329,816	\$17,158,506	\$7,171,310
Beer, Wine & Liquor Stores	\$28,564,996	\$23,142,616	\$5,422,380
Health & Personal Care Stores	\$107,228,996	\$105,840,370	\$1,388,626
Clothing & Clothing Accessories Stores	\$137,068,400	\$89,963,150	\$47,105,250
Sporting Goods, Hobby, Book & Music Stores	\$67,578,991	\$56,265,511	\$11,313,480
General Merchandise Stores	\$434,453,746	\$29,328,970	\$405,124,776
Miscellaneous Store Retailers	\$75,965,340	\$93,962,390	-\$17,997,050
Food Services & Drinking Places	\$281,460,004	\$309,789,623	-\$28,329,619
Full-Service Restaurants	\$155,768,520	\$187,332,801	-\$31,564,281
Limited-Service Eating Places	\$107,040,934	\$64,734,933	\$42,306,001
Special Food Services	\$5,821,880	\$6,060,863	-\$238,983
Drinking Places - Alcoholic Beverages	\$12,828,670	\$51,661,026	-\$38,832,356
Source: Esri Business Analyst June 2016			
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**Red** numbers indicate a sales surplus.

*(Retail sales exceed consumer demand in the defined area; some spending is being "imported" from beyond the Primary Market Area boundaries.)*

**Green** numbers indicate sales leakage or gap.

*(Some consumer dollars within the Primary Market Area are being spent outside the area boundaries)*



A photograph of a person standing in a room, looking at a display board. The room has several other display boards in the background. The image is overlaid with a teal color and the text 'COMMUNITY INPUT' in white.

# COMMUNITY INPUT

## THE PUBLIC PROCESS

Community input and participation has been – and continues to be – a critical part of the Lincoln Avenue Corridor Plan process. In gathering information for this Plan, a number of sources were tapped providing a wealth of local knowledge and wisdom regarding the corridor.

### **Stakeholder Interviews**

A series of meetings were conducted at the beginning of the Lincoln Avenue Corridor Plan process with focus groups representing a wide range of backgrounds and interests. Key ‘stakeholders’ involved in the meetings included local business & property owners, neighborhood associations, area developers, elected officials, residents, DePaul University officials, community organizers and interest groups.

### **Community Open Houses**

A series of community open houses were held at key points in the planning process. The first open house took place on June 1st, 2016 and provided an opportunity for community members to learn more about the Lincoln Avenue corridor and the planning process, and to provide their ideas and insights. The workshop had roughly 50 attendees and was an informal ‘open house’ where community members could view information and participate in exercises at different stations. Participants were encouraged to engage in open dialogue with project team members and peers. The second open house, which took place on November 28th, presented a range of planning concepts and strategies to the community and asked for feedback on the ideas shown. Roughly 50 participants also came to the second open house at the Victory Gardens Biograph Theatre. The results of both community open houses are highlighted in the following pages of this report.

### **Community Surveys**

Following each community open house, an online survey was developed to help extend the reach of the public process. The survey questions were designed to replicate the workshop questions, while also gathering additional data on demographics and lifestyle. The surveys gathered nearly 800 responses in total.

### **Project Website**

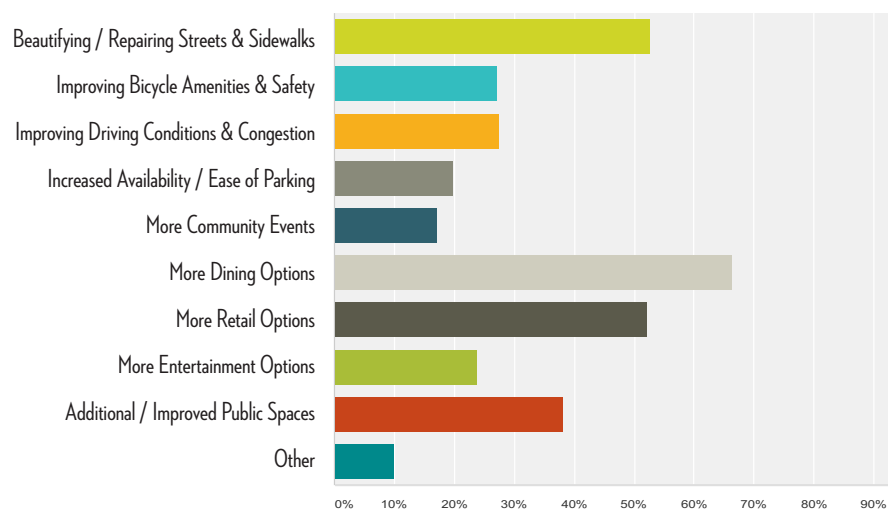
In addition to the active participation efforts, a project website was developed to provide a central location for project information and updates. The website, [lincolnavenuecorridor.wordpress.com](http://lincolnavenuecorridor.wordpress.com), also provides links to various organizations and community groups who have been active partners in the project to date.

# COMMUNITY FEEDBACK

The information shown below, and on the following pages is a general summary of some of the findings from the initial stakeholder meetings, open house, and online survey. Based on responses from the first survey and open house, a general participant profile emerged as follows:

- Nearly 30% of participants own or rent a single-family detached or attached home. This is compared to 18.7% of the overall community area.
- 70% own or rent a condo, apartment, or flat, compared to 81.3% of the overall community area.
- Over 70% of participants were under the age of 44. This is compared to 73.5% of the overall community area who are under the age of 44.
- Over 70% lived in Lincoln Park, though less than 20% work there.
- Nearly 75% of participants own one car or less. This is compared to 78.3% of the overall community area who own one car or less.
- Over 80% of participants walk to/from and around Lincoln Avenue as their primary mode of travel.
- Roughly 75% attend a performance on Lincoln a few times a year or less, with nearly 20% saying they never do.

**FIGURE 59: TOP PRIORITIES FOR IMPROVEMENTS ON LINCOLN AVENUE**



## KEY STAKEHOLDER THEMES

The following is a brief summary of the major themes that emerged from extensive stakeholder interviews and focus group sessions.

- There is an overwhelming belief that the on-going redevelopment projects (particularly the Children's site) will be game changers for the area (in a mostly positive way), providing built environment improvements and a more dynamic retail environment.
- Some stakeholder expressed concerns about the intensity of development, specifically in relation to the parking supply and potential detriments to existing local businesses.
- Currently, Lincoln Avenue consists of mostly bars and restaurants, with limited shopping opportunities. Stakeholders see a need for additional daytime attractions.
- Lincoln Avenue's major intersection, Fullerton and Halsted, functions poorly, resulting in negative impacts to drivers, pedestrians, and cyclists.
- Foot traffic is noticeably down, especially since the hospital closed.
- Generally, the corridor's streetscape and buildings feel "tired", and the area lacks vitality.
- The corridor has a very different 'feel' north of Wrightwood. There are less active businesses and numerous car-oriented areas.
- There is a lack of both family-friendly and high-end restaurants, and the hours of operation for most existing restaurants do not seem to align well with the theaters.
- Stakeholders expressed concerns about the safety and comfortability of Julia Porter Park at the Halsted/Fullerton/Lincoln intersection.
- There is a need for a clearer identity and narrative about the area, which should be based on its history and cultural offerings.
- The theaters "entertainment cluster" provides a good foundation to build upon.
- Most stakeholders believe street trees are important, though practical considerations were noted.
- Stakeholders desire better sidewalks and an enhanced streetscape that supports outdoor dining opportunities.
- Better coordination, communication, and cooperation are needed amongst local businesses and owners.

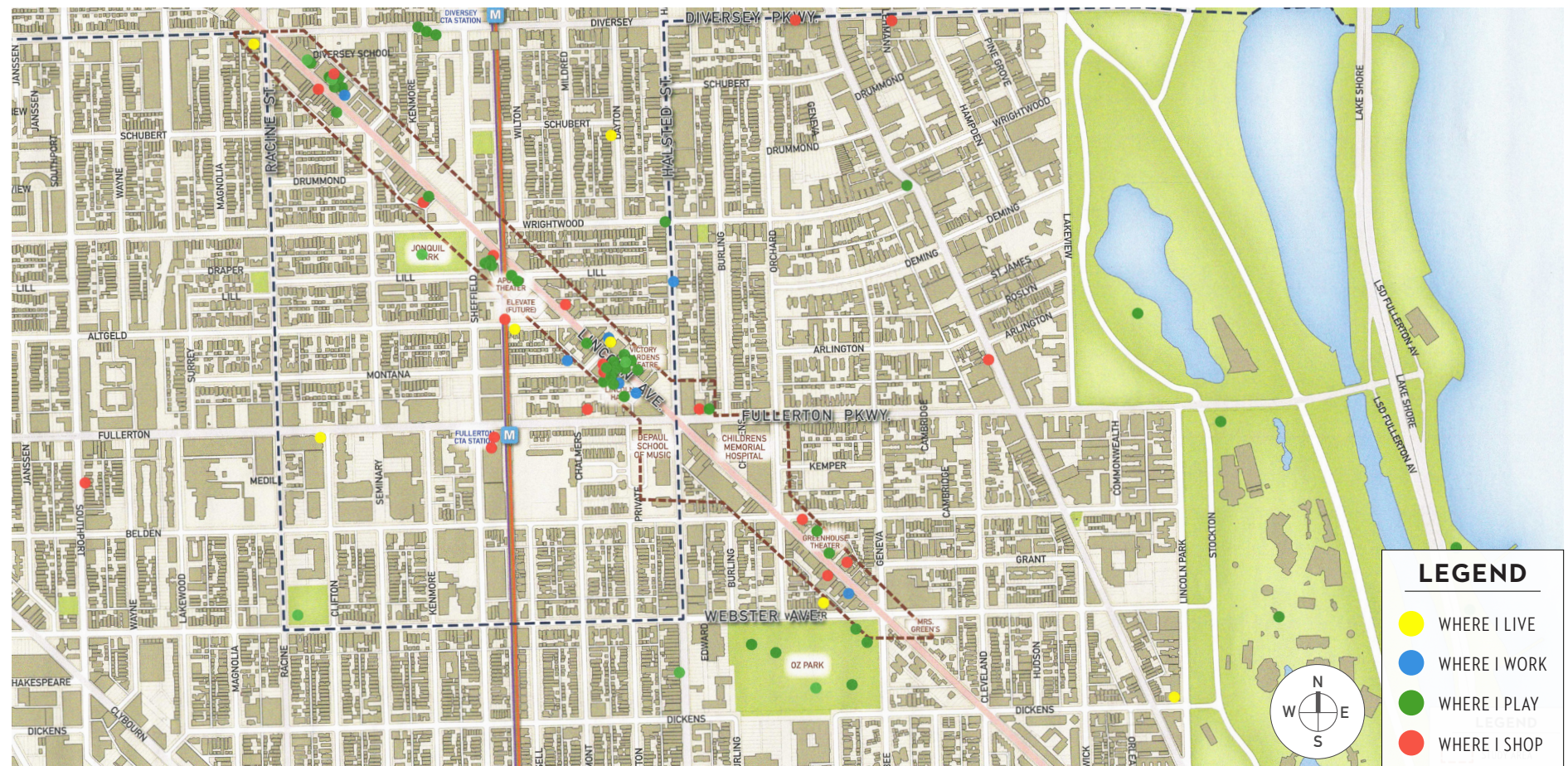


## LIVE WORK & PLAY

At the June 1st Open House, community members were asked to participate in a “Live, Work, Play & Shop” exercise where they used stickers to identify their own personal lifestyle patterns within the corridor and surrounding neighborhood. In addition to helping establish a background profile of the participants, the exercise also highlights important nodes and destinations within the corridor.

One notable example from the workshop exercise (see Figure 60 below) is that “Where I Play” responses weren’t nearly as prevalent in the neighborhood’s well known parks as they were on some of the corridors better known businesses. Clearly identifiable clusters of green dots can be seen on the northwest portion of the Study Area near the 7/10 Lounge (bowling alley) and the Burnt City brew pub, as well as the central area near Lincoln Hall, Lincoln Station, and the Victory Gardens Theatre. Though only a snapshot, these clusters indicate that many area residents are interested in spending their free time in local drinking and dining establishments.

FIGURE 60: LIVE, WORK, PLAY & SHOP EXERCISE RESULTS





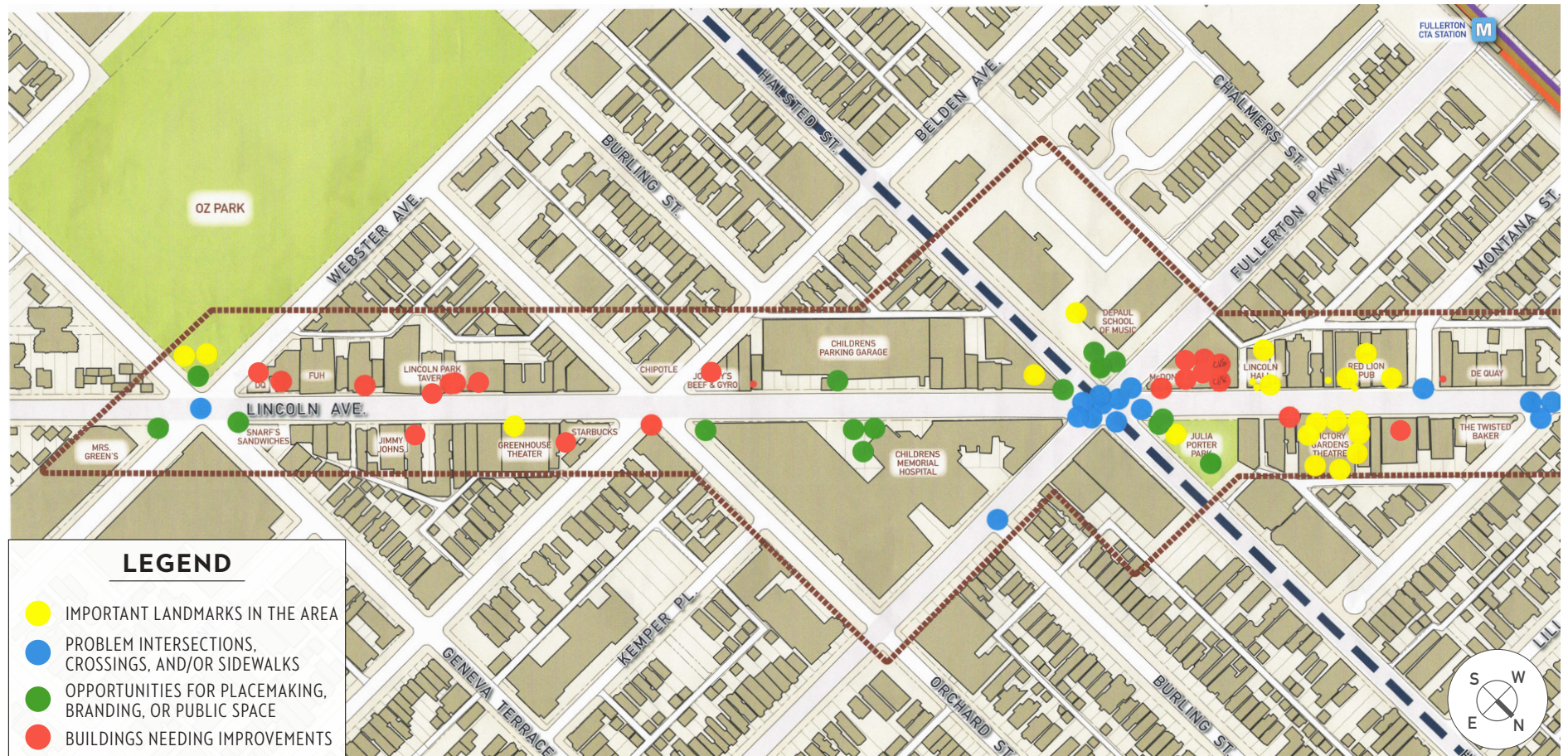
## BIG MAP EXERCISE

Another station at the community open house was the 'Big Map' exercise, which allowed participants to provide specific knowledge and feedback on current issues and opportunities within the Study Area.

Buildings throughout the corridor were identified as needing improvements, with a few notable concentrations on the auto-oriented properties northwest of Wrightwood Avenue, and on the northwest corner of Lincoln and Fullerton in particular.

The Lincoln, Fullerton, and Halsted intersection was also clearly noted as being in need of improvement, with general safety issues noted, as well as crossing and sidewalk conditions. Other major intersections - including the one at Sheffield and Wrightwood, and Racine and Diversey - were identified as being in clear need of improvement. At the street level, these areas are auto-dominated and generally unwelcoming for pedestrians. An additional cluster was observed at the Lincoln and Altgeld intersection, which is likely attributed to faster traffic speeds and a lack of any traffic control measures in the immediate area.

FIGURE 61: 'BIG MAP EXERCISE' RESULTS





In response to important area landmarks, participants were clearly focused on the Corridor's theater and performance venues, lending support to the idea of the area being further promoted as an entertainment district. Other, independent landmarks were also noted throughout the corridor, generally coinciding with popular businesses.

Finally, placemaking and branding opportunities were identified throughout the corridor, including points at key intersections and the corners of existing public parks where adjacent to Lincoln Avenue. One unique placemaking opportunity was identified where the 'L' tracks cross Lincoln

Avenue just north of Lill Avenue. Already in need of physical and aesthetic improvements, community members noted that the tracks might also provide a gateway opportunity for those travelling south on Lincoln. Open space opportunities were called out on the former hospital site in reference to proposed redevelopment plans, and in a few streetside locations where bump-outs or flexible seating areas could be created.





## VISUAL PREFERENCE SURVEY

In order to gauge the community's preferences regarding the potential character of the Lincoln Avenue corridor, a visual preference survey was conducted as part of the Community Open House and Community Surveys. The photos shown below, and on the following pages, represent the five highest scoring images within each of the four categories covered.

### Storefronts & Facades

The community appears to prefer modern storefronts, with large, glass display windows. Open air facades and design treatments that help to activate the street – such as outdoor displays and tasteful signage – also rated highly.



Full glass storefronts



Storefront signage & flower display



Open air facade



Outdoor displays



Storefront blade signs



## Transportation

Within the transportation category, respondents favored images that highlighted pedestrian safety and biking. This appears to echo the lifestyle profile of many survey respondents who overwhelmingly prefer to walk, or bike, to and from Lincoln Avenue. Brick crosswalks and urban design treatments that provided an aesthetically beneficial approach to pedestrian safety also scored well overall.



*Mid-block crossing*



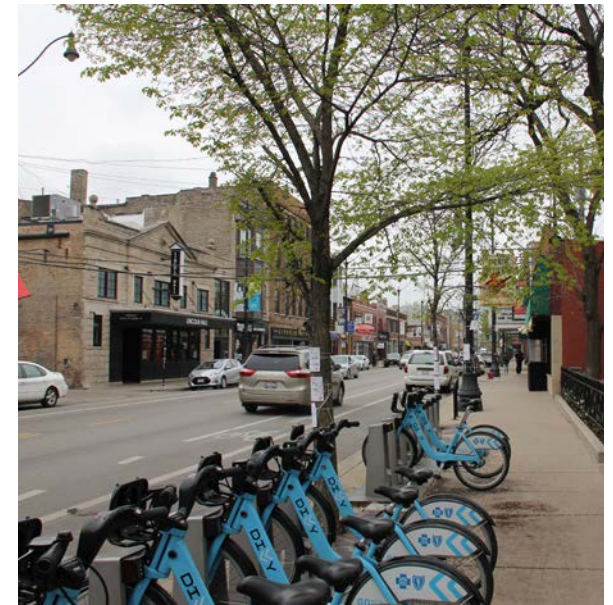
*Striped priority bike lanes*



*Painted bike lane*



*Brick crosswalks / intersections*



*Bike sharing station*



## Urban Design

In this category, survey respondents favored images that reflected more intimate and inviting spaces. Based on the top images selected, there appears to be a community desire to better utilize some of the area's leftover spaces, such as alleys and bump-outs.



*Brick street & sidewalks*



*Cafe space adjacent to buildings*



*Alley lighting*



*Permanent bump-out at corners*



*Pedestrian alley with artwork*



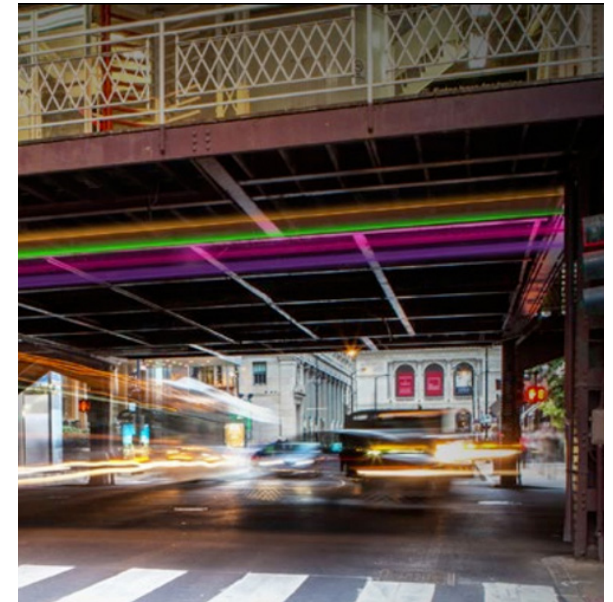
## Placemaking, Wayfinding & Branding

Traditional signs and gateway elements scored very well in the visual preference survey, as did streetscape elements invoking history or culture. Beautifying elements, such as flower planters and underpass art were very popular as well. Similar to the top urban design images, the placemaking and branding selections reflect the community's desire for a warm, pleasant pedestrian experience throughout the Lincoln Avenue corridor.

The provision of wayfinding elements - such as street directories - is an important aspect to making Lincoln Avenue a cohesive corridor. In addition, wayfinding to and from public transportation and public parking facilities will also be beneficial to non-residents coming to the Corridor.



*History / cultural elements in the streetscape*



*Lighting or art under the "L" tracks*



*Planters*



*District gateway signage*



*Permanent banners*





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