



THE
**LINCOLN
AVENUE**
REVITALIZATION STRATEGY



LINCOLN PARK

• CHAMBER OF COMMERCE •

**THE
LAKOTA
GROUP.**

**Sam
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Transportation
Consultants

GOODMAN WILLIAMS GROUP
— REAL ESTATE RESEARCH —

FEBRUARY 2018

ACKNOWLEDGEMENTS

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

- Lincoln Park Chamber of Commerce
- 43rd Ward Alderman Michele Smith
- Wrightwood Neighbors Association
- Lincoln Central Association

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

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EXECUTIVE SUMMARY

PLAN OVERVIEW

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

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

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

THE STUDY AREA

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

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

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

THE VISION FOR LINCOLN AVENUE

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

FIGURE 1: AREA BOUNDARIES MAP

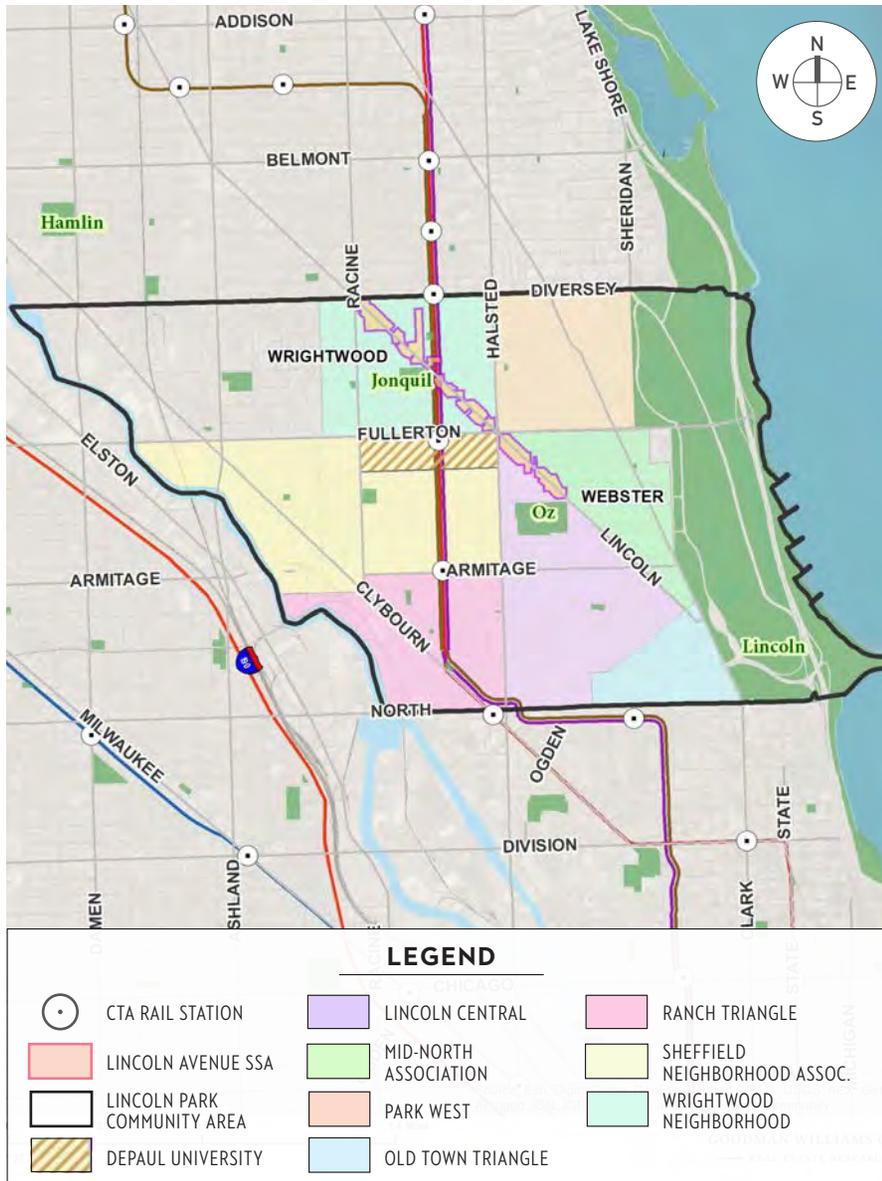


FIGURE 2: STUDY AREA CONTEXT MAP



OBJECTIVE 1

CREATE A SENSE OF 'PLACE'

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

Key projects and initiatives include:

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

Read more about Objective 1 beginning on page 14.



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



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

OBJECTIVE 2

BUILD ON MOMENTUM FROM NEW DEVELOPMENT

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

Key projects and initiatives include:

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

Read more about Objective 2 beginning on page 44.



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



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

OBJECTIVE 3

IMPROVE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

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

Key projects and initiatives include:

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

Read more about Objective 3 beginning on page 54.



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



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

IMPLEMENTATION

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

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

Read the section in full beginning on page 69.



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



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





THE VISION FOR LINCOLN AVENUE

OVERVIEW



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

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

The Revitalization Strategy is a neighborhood led vision.

OVER 800
PEOPLE PARTICIPATED
IN THE PLAN EFFORT

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

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

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

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

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

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

KEY PLAN OBJECTIVES

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

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

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

OBJECTIVE 1

CREATE A CLEAR SENSE OF 'PLACE'

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

OBJECTIVE 2

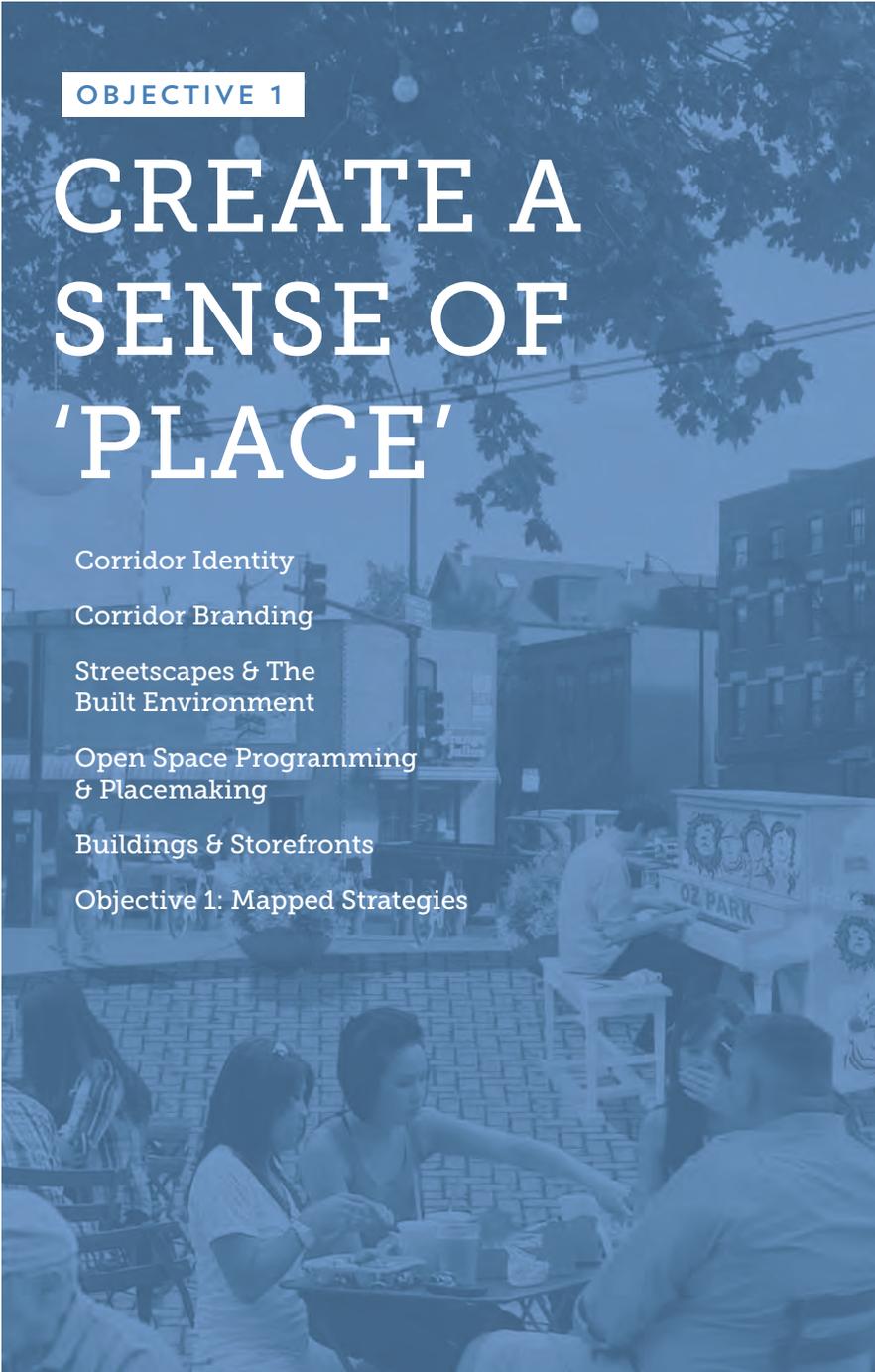
BUILD ON MOMENTUM FROM NEW DEVELOPMENT

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

OBJECTIVE 3

IMPROVE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

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



OBJECTIVE 1

CREATE A SENSE OF 'PLACE'

Corridor Identity

Corridor Branding

Streetscapes & The
Built Environment

Open Space Programming
& Placemaking

Buildings & Storefronts

Objective 1: Mapped Strategies

CORRIDOR IDENTITY

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

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

-Kevin Lynch, Image of a City

CHARACTER

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

EXPERIENCE

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

CULTURE

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

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

FIGURE 3: THE ELEMENTS OF CORRIDOR IDENTITY



CORRIDOR BRANDING

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

LINCOLN PARK CULTURAL HUBS

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

FIGURE 4: LINCOLN PARK CULTURAL HUBS + FONTS & COLORS



TREND SANS ONE
ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 ?!\$%&

Rockwell Regular
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 ?!\$%&

Gotham
abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789 ?!\$%&

LINCOLN-HALSTED HUB

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

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

FIGURE 5: POTENTIAL LINCOLN-HALSTED BRANDMARKS

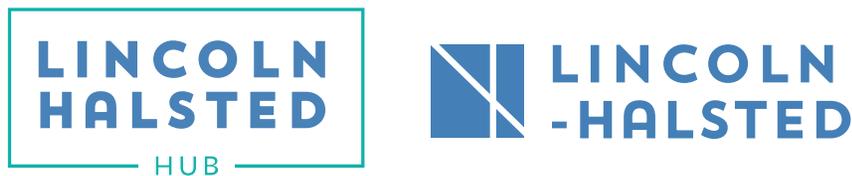


FIGURE 6: MOCKUP OF BRANDED BANNERS



WAYFINDING & SIGNAGE

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

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

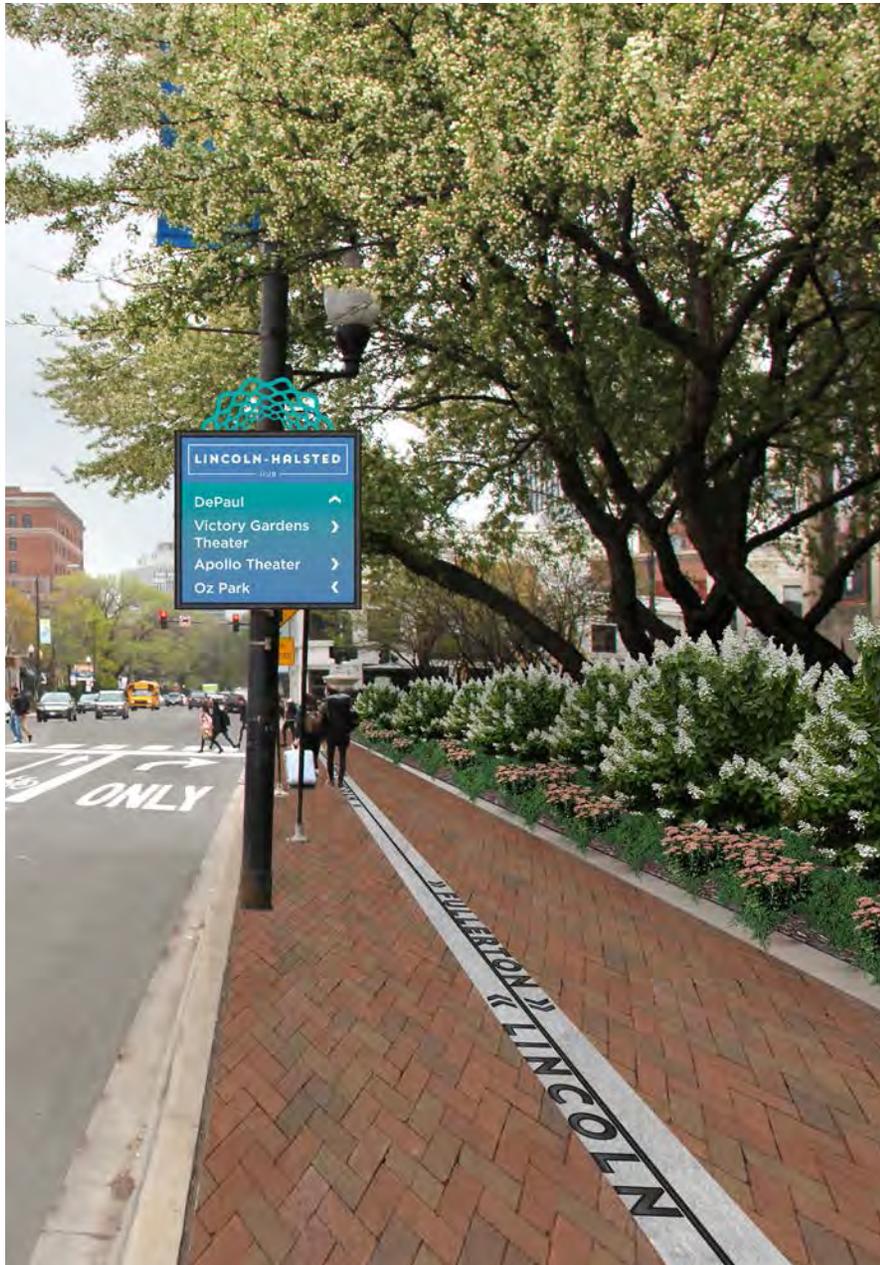
FIGURE 7: BRANDED CROSSWALK CONCEPT



FIGURE 8: LINCOLN AVE WAYFINDING CONCEPTS



FIGURE 9: FULLERTON WAYFINDING & FRONTAGE ENHANCEMENTS



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

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

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

GATEWAY ELEMENTS

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

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

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

FIGURE 11: LINCOLN AVE GATEWAY CONCEPTS



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



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

STREETSCAPES & THE BUILT ENVIRONMENT

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

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

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



Streetscapes elements range from street lights to benches and landscaping.

“ *modern architecture,
historic charm* ”

STREETSCAPE PALETTE

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

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

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

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

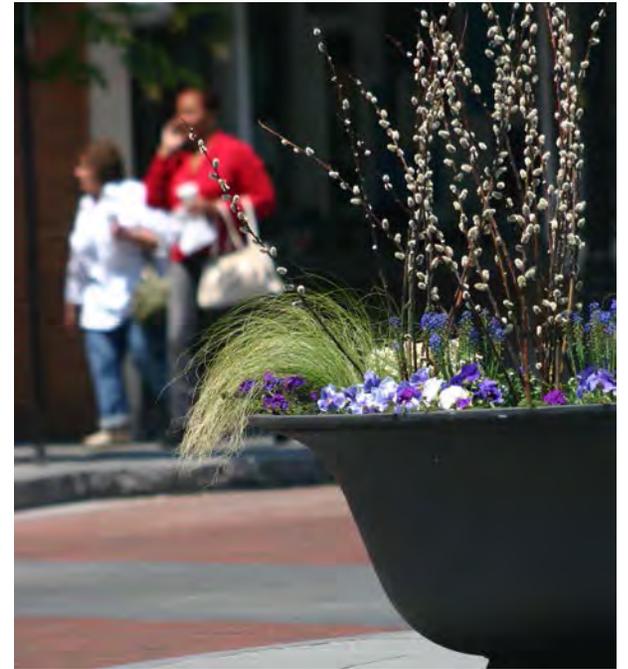
“embracing this aesthetic distinguishes Lincoln Avenue as a 21st Century Street – modern, yet historic, sustainable and functional for all users”



High quality pavers add texture in high visibility areas.



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



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

STREETSCAPE GUIDELINES

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



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

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

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



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

OPEN SPACE PROGRAMMING & PLACEMAKING

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

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



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

THREE IDEAS for programming the public realm

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

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

2. ROTATING PHOTO BOOTH

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

3. COMMUNITY GARDEN PROJECT

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

PUBLIC ART & CULTURE OPPORTUNITIES

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

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

try this! decorative selfie spots painted on walls ✨



Examples of art incorporated into the public realm.

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

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

OZ PARK/JONQUIL PARK PLAZA how-to-guide

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



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



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

FIGURE 12: OZ PARK CORNER PLAZA IMPROVEMENTS



OPEN SPACE OPPORTUNITIES

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

Community Open Spaces

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

Side Street / Corner Open Spaces

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

Temporary / Informal Open Spaces

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

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

FIGURE 13: OPEN SPACE OPPORTUNITIES*

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

*see Figure 18 on page 42 for open space locations

FIGURE 14: PEOPLE SPOT BETWEEN SCHUBERT AVENUE & DIVERSEY PARKWAY



OPEN SPACE ACTIVATION

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

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



Belden Avenue at Lincoln Avenue - looking west down Belden.



A free library encourages people to slow down a bit.



A temporary flower stall



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



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

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



FIGURE 16: SIDE STREET OPEN SPACE ENHANCEMENTS, CAFE SEATING



OPEN SPACE GUIDELINES

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



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

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



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

BUILDINGS & STOREFRONTS

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

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

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



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

BUILDING & STOREFRONT GUIDELINES

DOORS

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

DISPLAY WINDOW

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

WINDOW BASE

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



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

continued

SIGNAGE

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



An example of a well designed modern neon sign..

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

WINDOW GRAPHICS

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

AWNINGS

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

LIGHTING

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



Sconces enhance the architectural features of the building.

TARGETED FACADE IMPROVEMENT OPPORTUNITIES

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

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

2200-2204 N LINCOLN AVE



2242 N LINCOLN AVE



2250 N LINCOLN AVE



2400-2414 N LINCOLN AVE

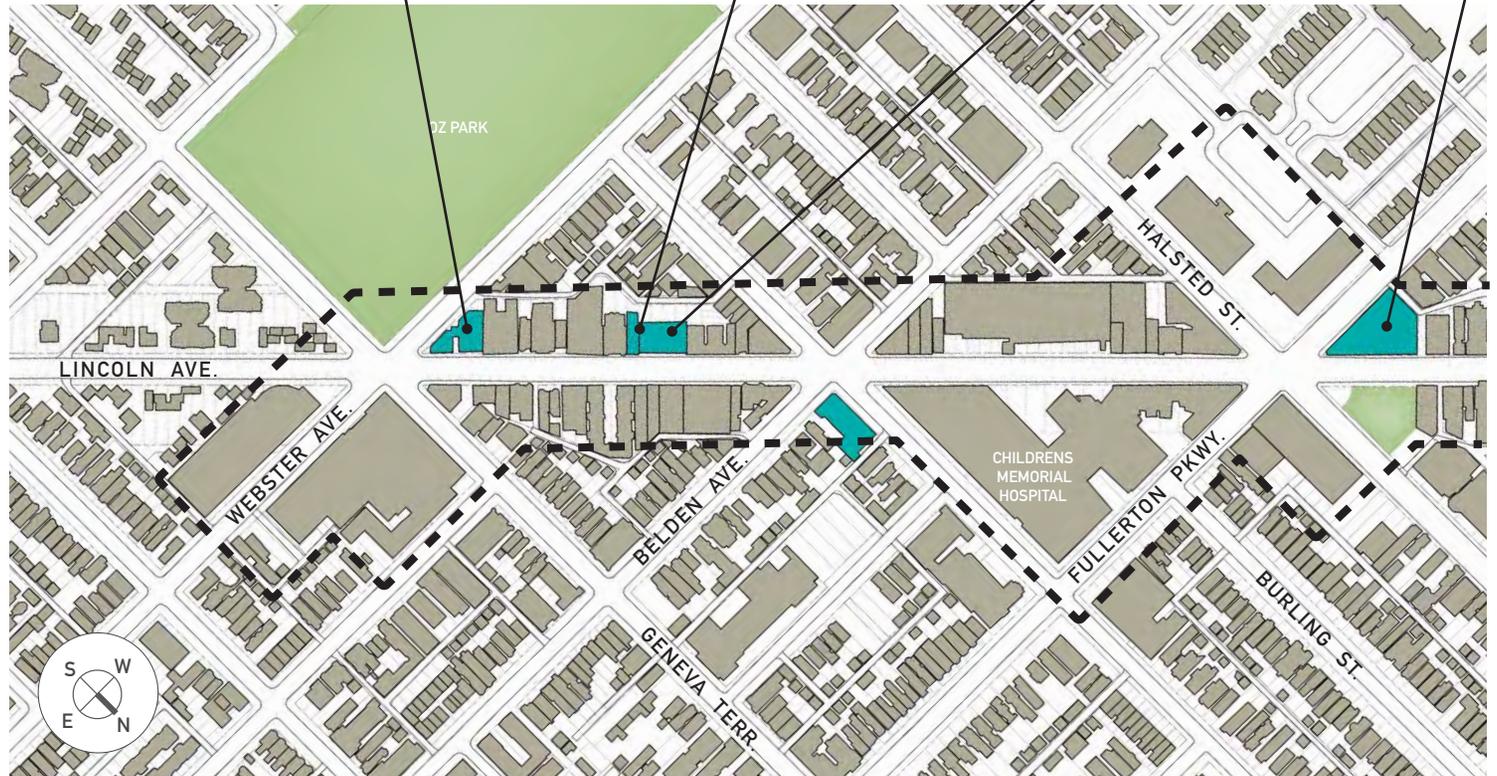
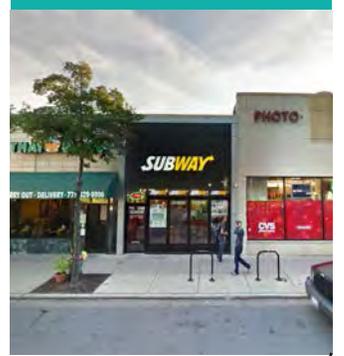


FIGURE 17: LINCOLN AVENUE CORRIDOR TARGETED FACADE IMPROVEMENTS



2451 N LINCOLN AVE



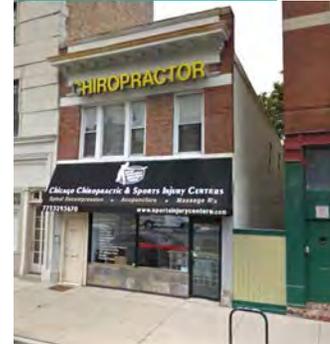
2519-2527 N LINCOLN AVE



2547 N LINCOLN AVE



2654 N LINCOLN AVE



2742 N LINCOLN AVE



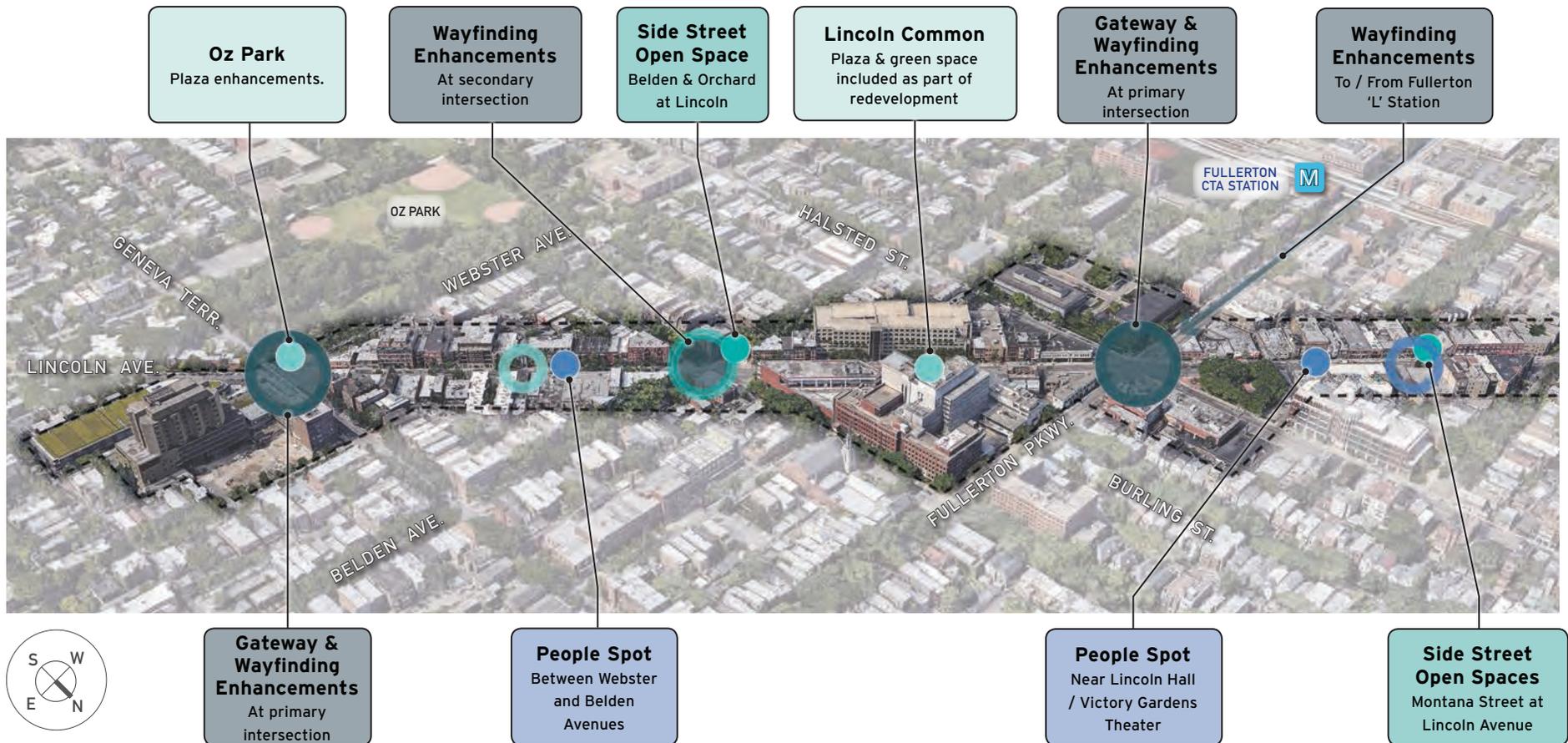
OBJECTIVE 1: MAPPED STRATEGIES

The map below highlights strategic locations discussed in Objective 1.

LEGEND

- COMMUNITY OPEN SPACE
- SIDE STREET / CORNER OPEN SPACE
- TEMPORARY / INFORMAL OPEN SPACE
- WAYFINDING / GATEWAY LOCATIONS
- STUDY AREA BOUNDARY

FIGURE 18: OPEN SPACE, WAYFINDING & PLACEMAKING OPPORTUNITIES





OBJECTIVE 2

BUILD ON MOMENTUM FROM NEW DEVELOPMENT

Development Opportunities

Business Attraction/
Retention Strategies

Objective 2: Mapped Strategies

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

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



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

DEVELOPMENT OPPORTUNITIES

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

UNDER CONSTRUCTION: CATALYTIC PROJECTS

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

INFILL & REDEVELOPMENT OPPORTUNITY SITES

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

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



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

FIGURE 19: NEW DEVELOPMENT

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

*see Figure 22 on page 52 for development locations

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

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

TYPES OF USES

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

In the Meantime

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



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



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

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



FIGURE 20: CONVENIENCE STORE REUSE VISUALIZATION

PROPOSED



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

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



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

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



BUSINESS ATTRACTION/ RETENTION STRATEGIES

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

MARKETING EFFORTS

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

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

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

RELATIONSHIP BUILDING

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

SMALL BUSINESS EMPHASIS

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

OTHER STRATEGIES

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

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



DePaul University students can be engaged as resources for Lincoln Avenue



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

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



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

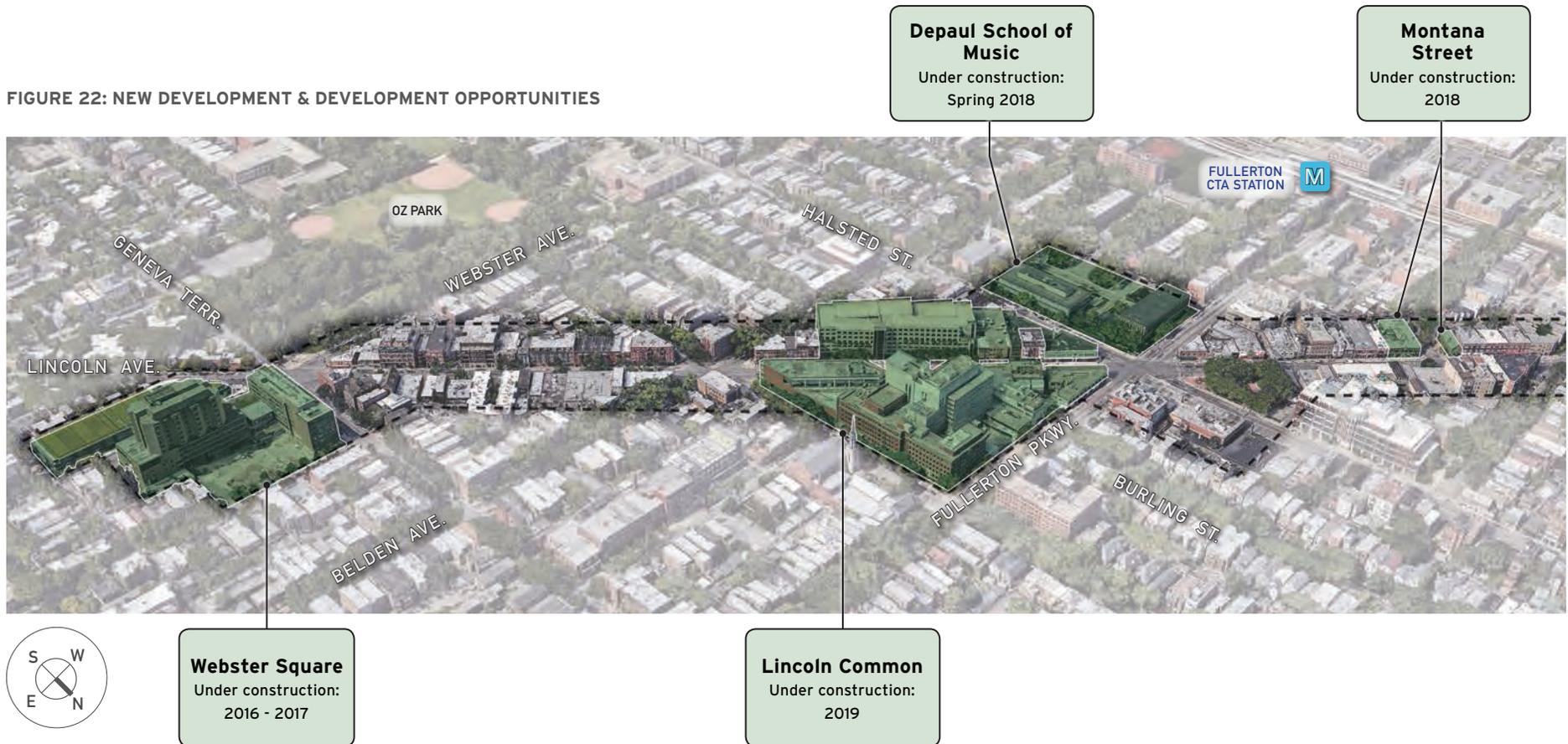
OBJECTIVE 2: MAPPED STRATEGIES

The map below highlights strategic locations discussed in Objective 2.

LEGEND

- CATALYTIC PROJECT
- STUDY AREA BOUNDARY

FIGURE 22: NEW DEVELOPMENT & DEVELOPMENT OPPORTUNITIES



**Elevate
Development**
Under construction:
2017

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



OBJECTIVE 3

INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

Intersection Anatomy

Intersection Design Elements

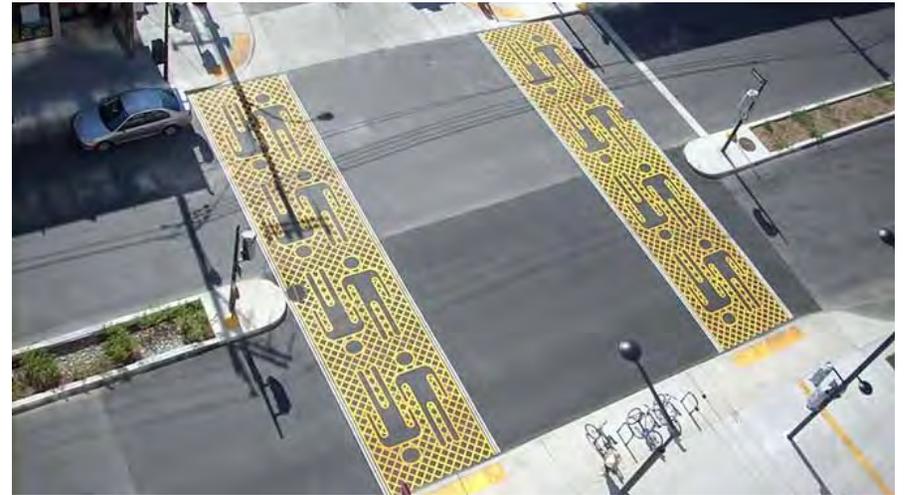
Intersection Diagrams

Objective 3: Mapped Strategies

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

PEDESTRIANS

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



Highly visible pedestrian crossing.

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

CYCLISTS

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

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

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



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

INTERSECTION ANATOMY

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

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



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



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



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

PRIMARY INTERSECTIONS

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

SECONDARY INTERSECTIONS

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

SIDE STREET INTERSECTIONS

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

MID-BLOCK CROSSINGS

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

FIGURE 23: INTERSECTION & CROSSING ENHANCEMENTS*

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

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

INTERSECTION DESIGN ELEMENTS

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

BUMP-OUTS

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

IMPROVED PEDESTRIAN CROSSINGS

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

REALIGNED CROSSWALKS

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

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



Bump-outs narrow roadways and provide streetscaping opportunities.



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



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

BIKE FACILITIES

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

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

PEDESTRIAN COUNTDOWN TIMERS

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

UPDATED TRAFFIC SIGNALS

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



Marked bike lane and striping



Bike box and painted bike lane



Pedestrian countown timer

BRANDING AND WAYFINDING ELEMENTS

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

CORNER OPEN SPACE AND PLAZA ENHANCEMENTS

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



Branding and wayfinding elements, as discussed on page 19.



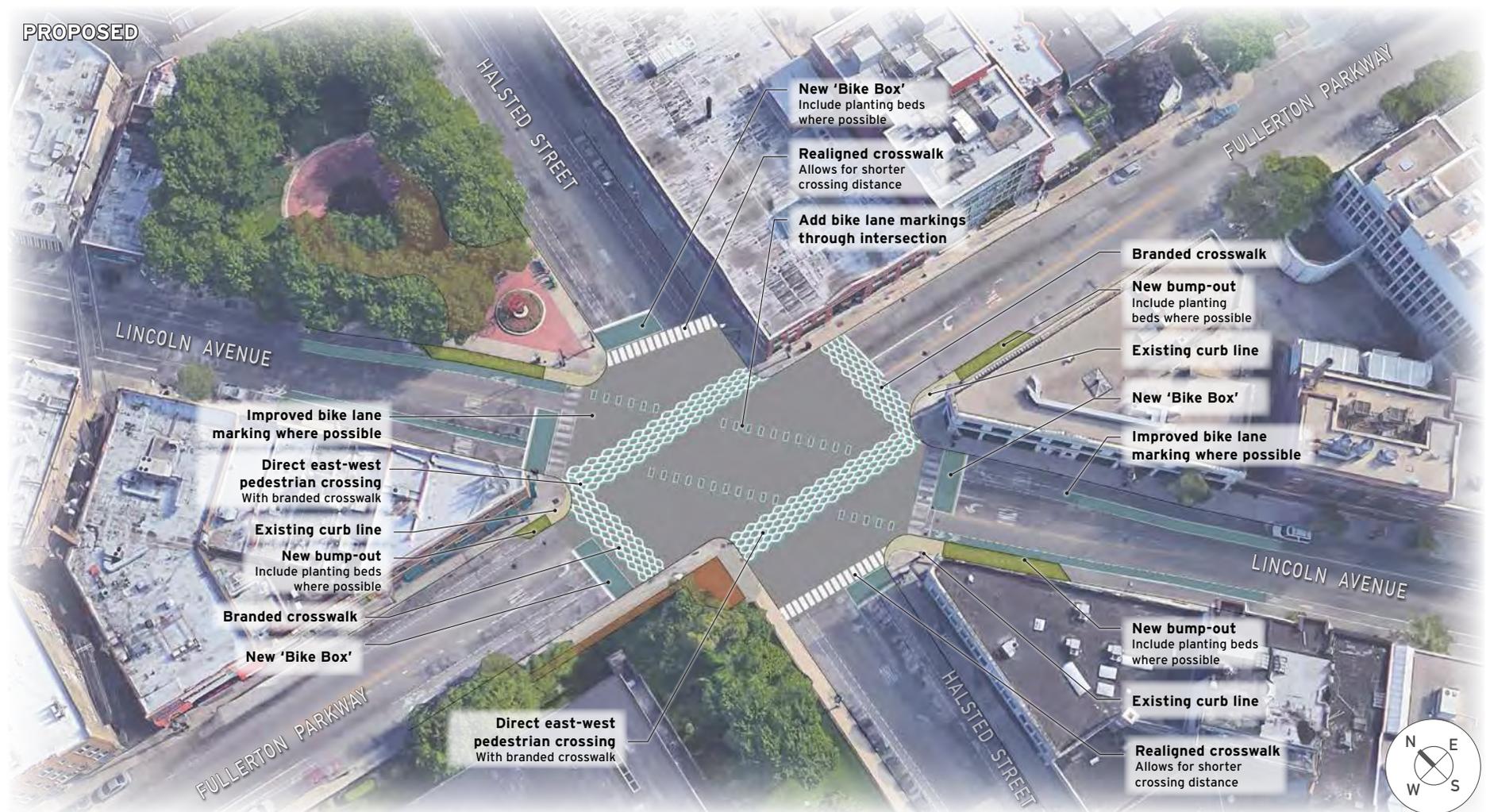
Open space enhancements at key intersections, as discussed on page 29.

LINCOLN / FULLERTON / HALSTED INTERSECTION ENHANCEMENTS

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



FIGURE 25: LINCOLN / FULLERTON / HALSTED INTERSECTION ENHANCEMENT CONCEPT

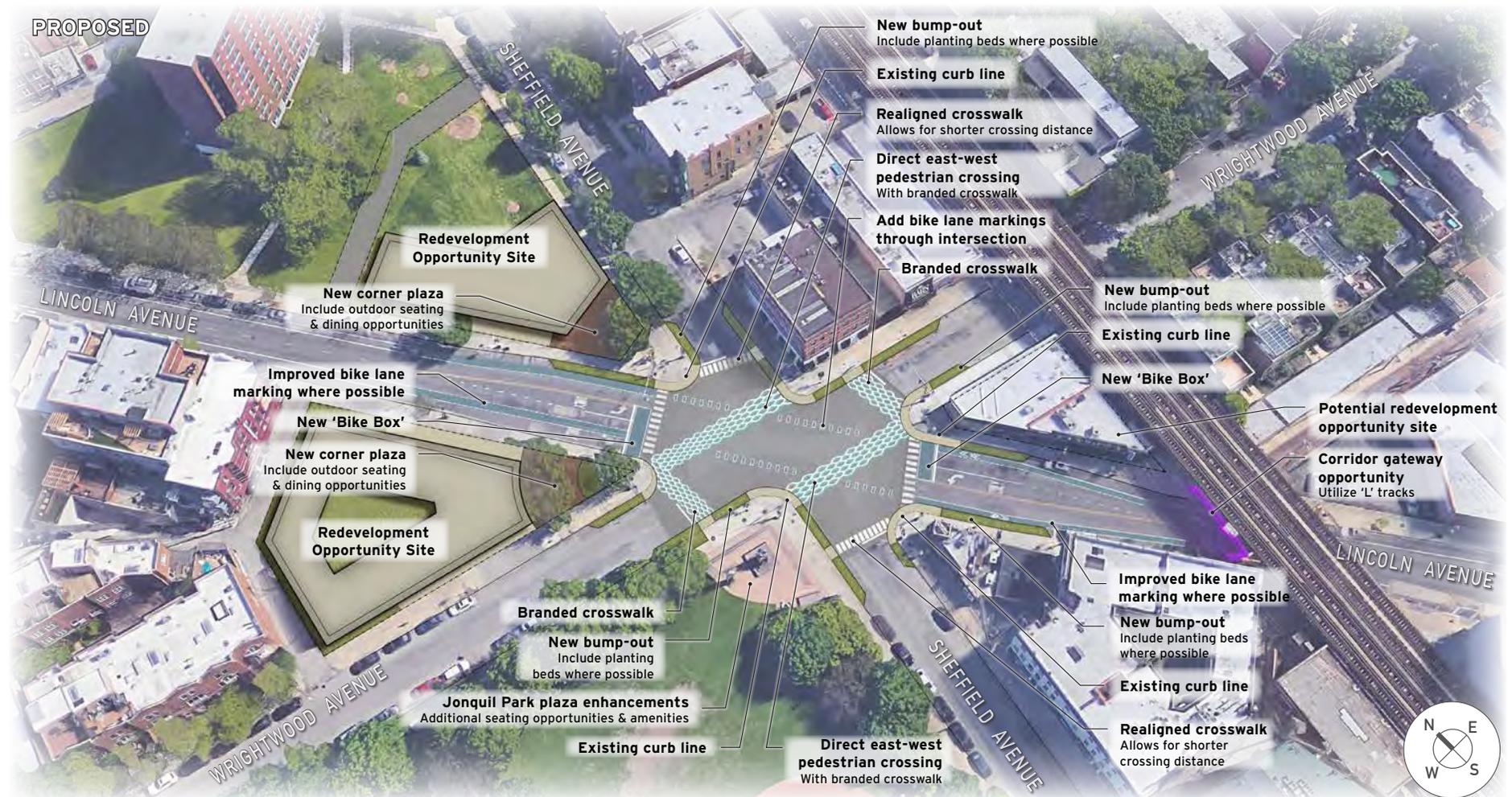


LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION ENHANCEMENTS

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



FIGURE 26: LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION ENHANCEMENT CONCEPT



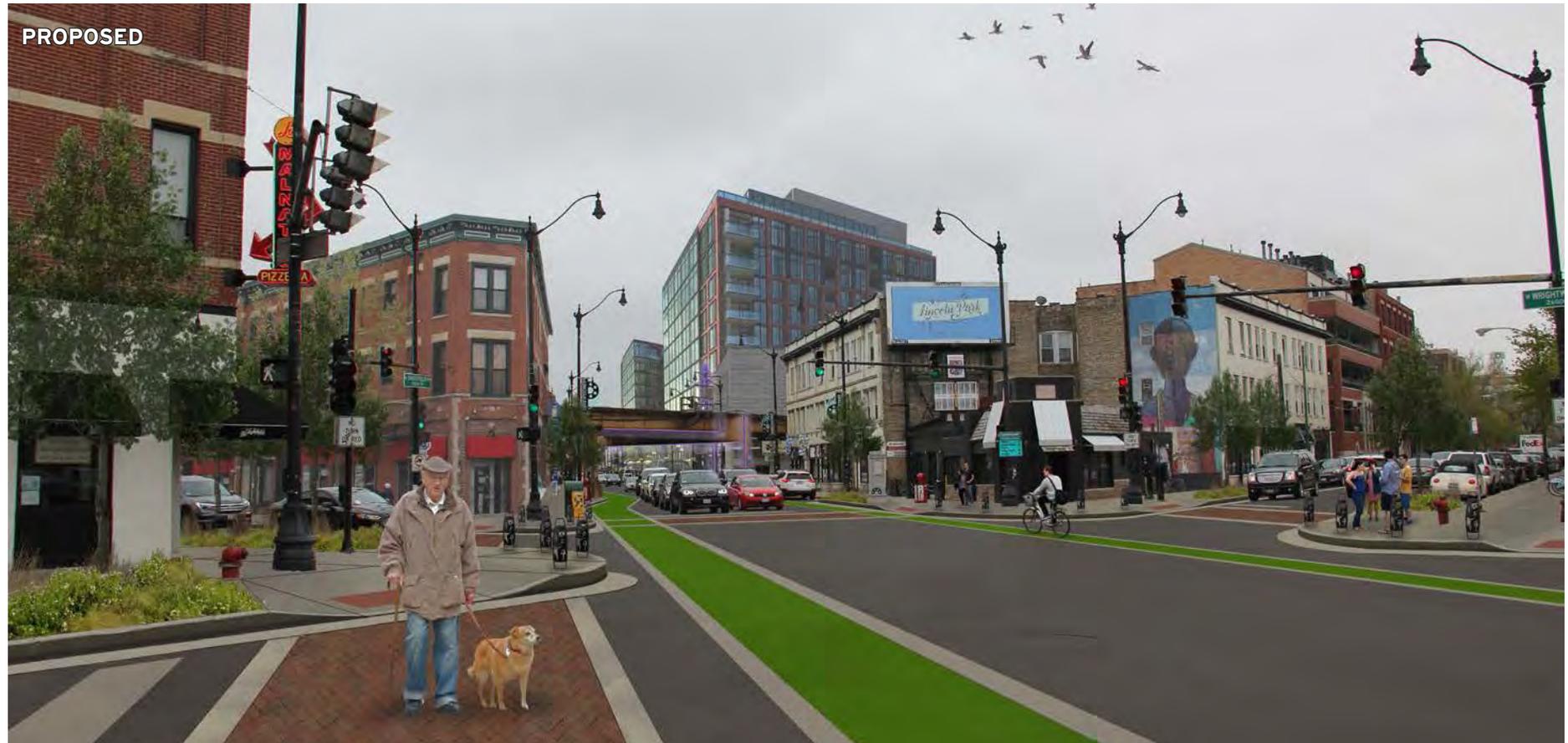
LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION VISUALIZATION

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

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



FIGURE 27: LINCOLN / WRIGHTWOOD / SHEFFIELD INTERSECTION VISUALIZATION



LINCOLN / MONTANA INTERSECTION VISUALIZATION

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



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



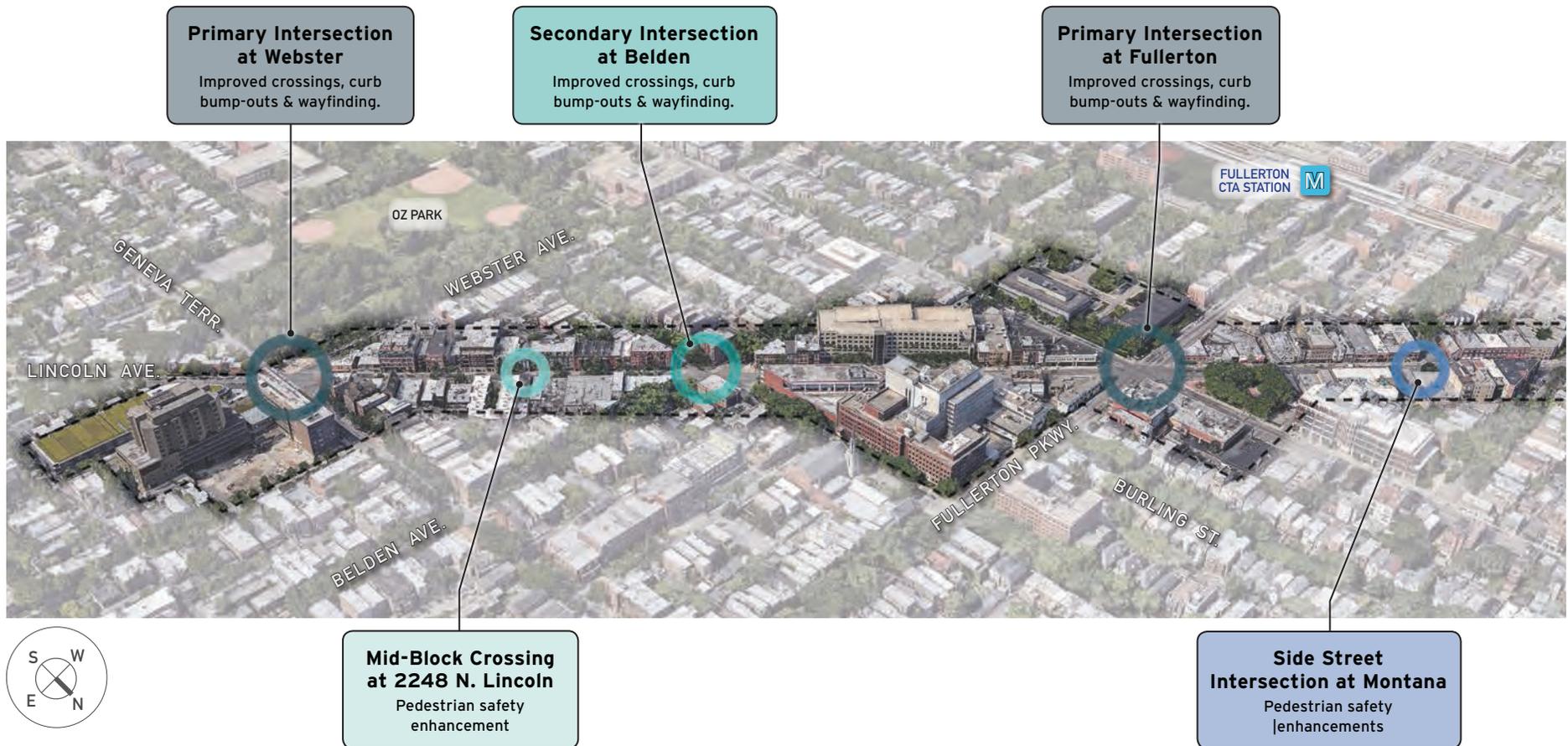
OBJECTIVE 3: MAPPED STRATEGIES

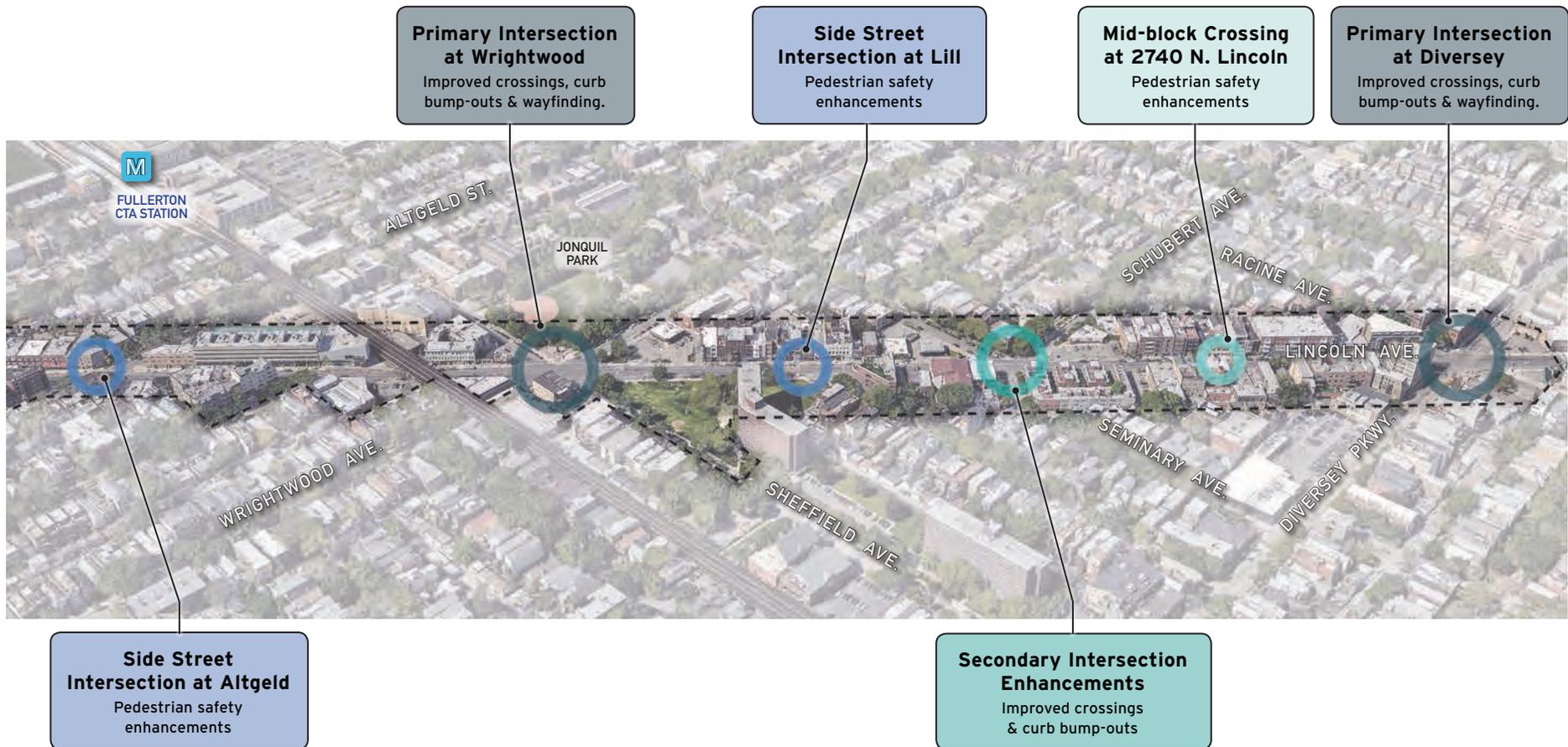
The map below highlights strategic locations discussed in Objective 3.

LEGEND

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

FIGURE 29: INTERSECTION & CROSSING ENHANCEMENTS







A photograph of a building facade with a balcony and spherical light fixtures, overlaid with a teal gradient and a central text box. The image shows a perspective view of a building with a balcony and several spherical light fixtures. The entire image is covered with a teal gradient, and a dark teal rectangular box is centered horizontally, containing the word "IMPLEMENTATION" in white, bold, uppercase letters.

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.



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.



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



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

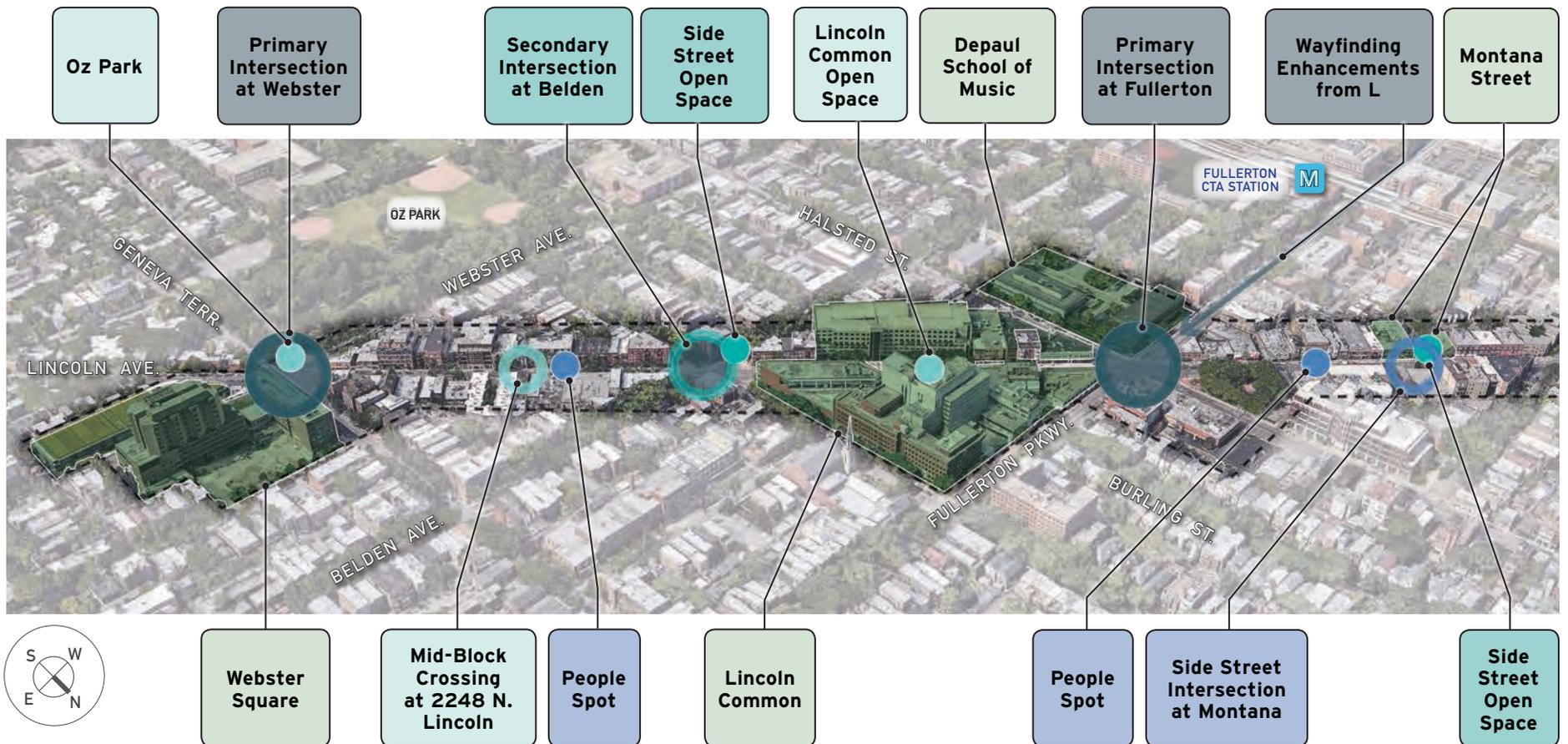
NEW DEVELOPMENT
Catalytic Projects
Webster Square - under construction
The Lincoln Common - under construction
DePaul School of Music - under construction
Elevate Development - under construction
New Infill Development at Lincoln & Diversey (outside SSA) - under construction

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

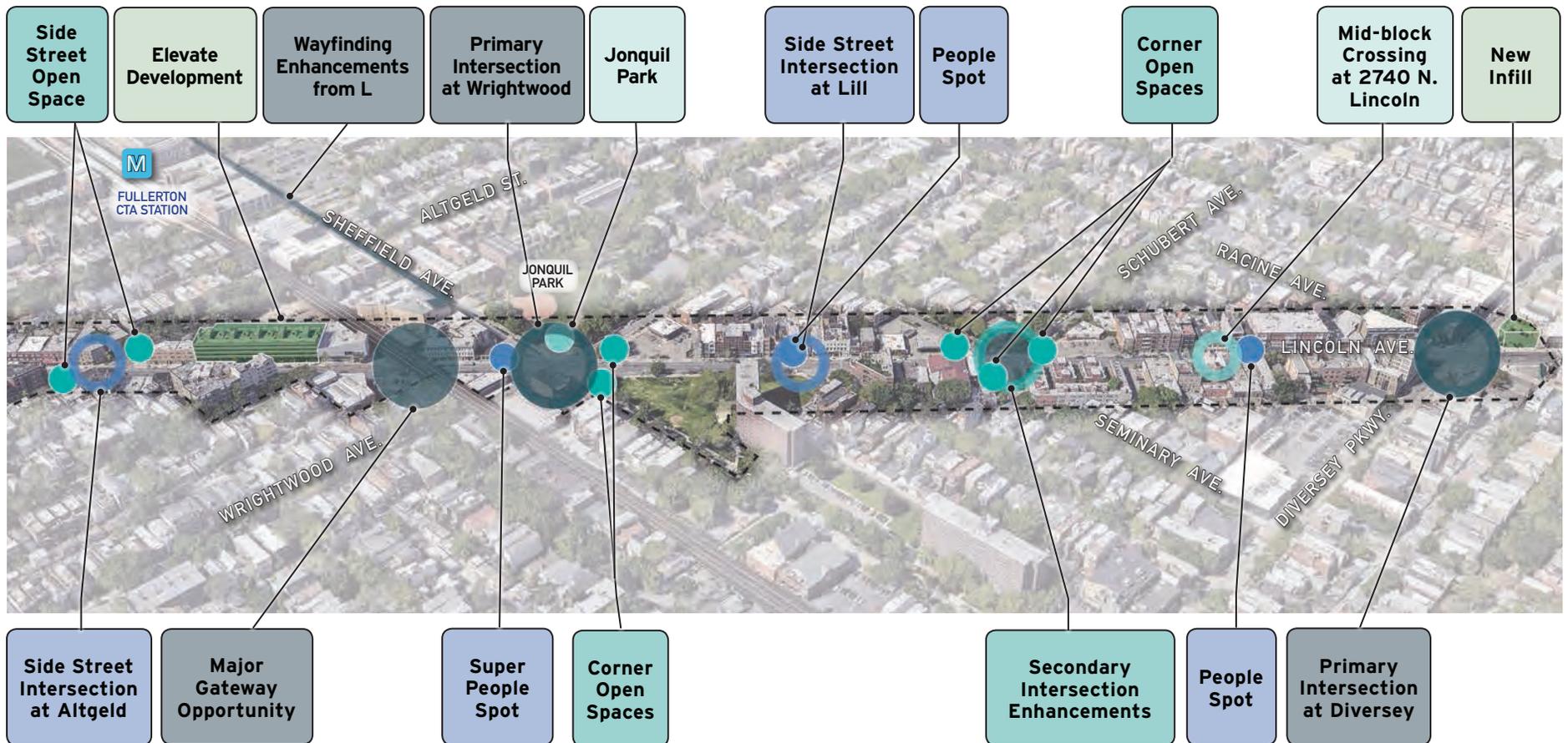
The map below combines all strategies outlined in each section. For more details on improvements, see individual maps on page 42, page 52, and page 66.

FIGURE 31: COMBINED CORRIDOR STRATEGIES



LEGEND

- | | | |
|---|---|--|
|  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
<p>2.1 Opportunity Sites</p> <p><i>see pages 45-48, 50</i></p>	<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. 	<p>Alderman's Office</p> <p>LPCC</p> <p>Property Owners</p>	<p>Private Financing</p>	<p>Med/High</p>
<p>2.2 On-going Development Infrastructure Coordination</p> <p><i>see pages 44-45, 50</i></p>	<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 	<p>LPCC</p> <p>Alderman's Office</p> <p>Developers</p> <p>CDOT</p> <p>Lakota</p>	<p>Private Financing</p> <p>City Funds</p>	<p>High</p>
<p>2.3 Business Owner Assistance</p> <p><i>see pages 49-51</i></p>	<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 	<p>LPCC</p> <p>Alderman's Office</p>	<p>SSA Funds</p>	<p>High</p>
<p>2.4 Engage Students to Assist Businesses</p> <p><i>see pages 50</i></p>	<ul style="list-style-type: none"> Form resource teams to provide assistance to business owners Create categories such as graphic design, marketing and art. 	<p>LPCC</p> <p>DePaul University</p>	<p>SSA Funds</p> <p>Businesses</p>	<p>High</p>
<p>2.5 Market Lincoln Avenue through Events</p> <p><i>see pages 50</i></p>	<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 	<p>LPCC</p>	<p>SSA Funds</p>	<p>Med</p>

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. 	<p>LPCC</p>	<p>SSA Funds Business Sponsors</p>	<p>Med</p>
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 	<p>LPCC Alderman's Office Business Owners</p>	<p>SSA Funds Business Sponsors</p>	<p>Med</p>
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 	<p>LPCC Alderman's Office Business Owners DePaul Reps</p>	<p>SSA Funds Business Sponsors</p>	<p>Med</p>
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 	<p>LPCC Brokers Property Owners</p>	<p>SSA Funds</p>	<p>Low/Med</p>
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 tallys of foot traffic, transaction amount, and gross sales. Meet with them regularly and host focus groups. 	<p>LPCC Property Owners Business Owners</p>	<p>SSA Funds</p>	<p>High</p>

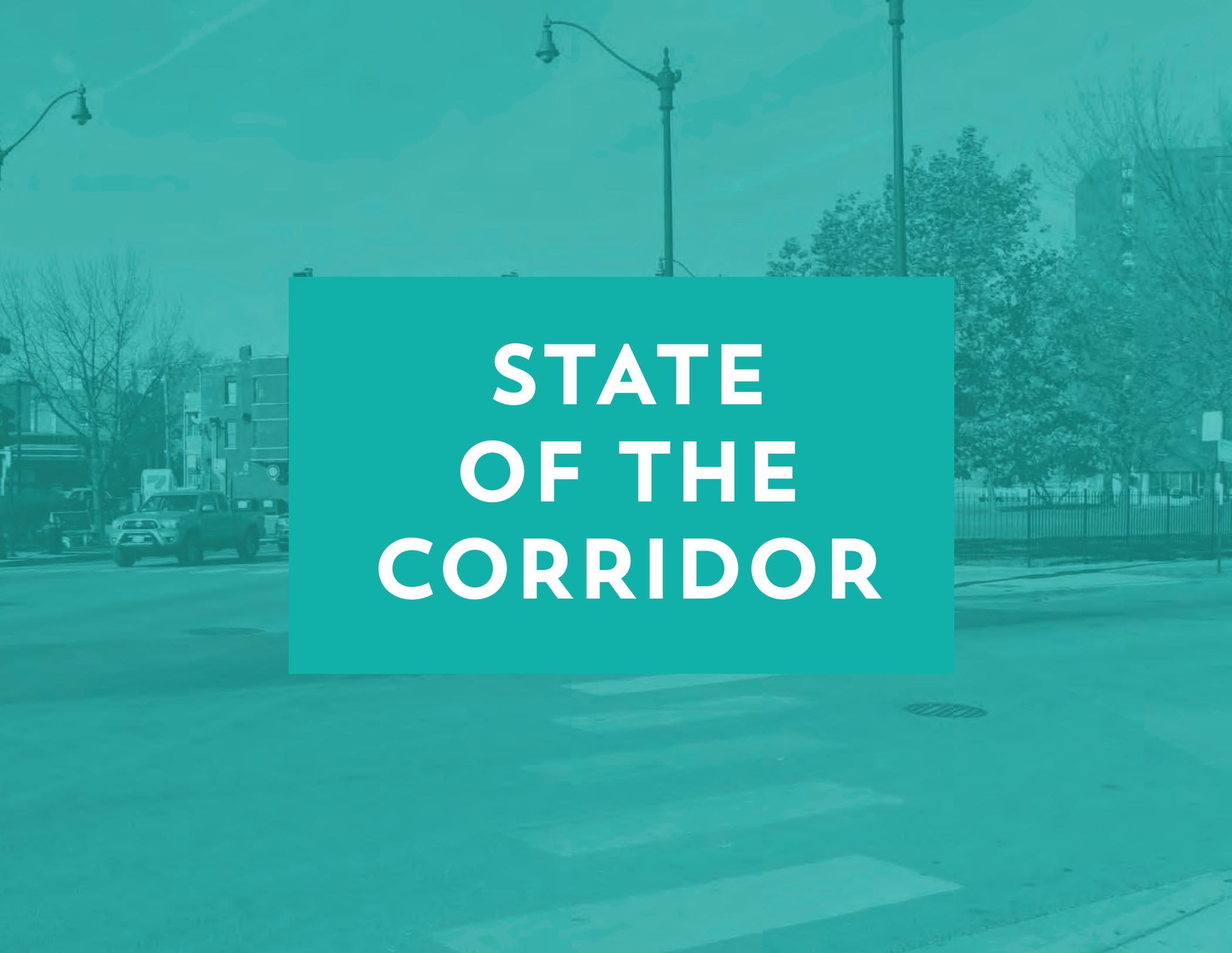
OBJECTIVE 3: INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
<p>3.0 Initiate formal design study of intersection enhancements</p> <p><i>see pages 58-67</i></p>	<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 	<p>CDOT Alderman's Office LPCC Engineering/ Design Consultant</p>	<p>City Funds Economic Development Grant Aldermanic Menu Fund</p>	High
<p>3.1 Install bump-outs at key corners.</p> <p><i>see pages 58-67</i></p>	<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. 	<p>CDOT Alderman's Office Engineering/ Design Consultant</p>	<p>City Funds Aldermanic Menu Fund PD Community Benefit Agreements</p>	Med
<p>3.2 Enhance pedestrian crossings</p> <p><i>see pages 57-63</i></p>	<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 	<p>CDOT Alderman's Office Engineering/ Design Consultant</p>	<p>City Funds Aldermanic Menu Fund PD Community Benefit Agreements</p>	High
<p>3.3 Create shorter, more direct crossing opportunities</p> <p><i>see pages 57-63</i></p>	<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. 	<p>CDOT Alderman's Office Engineering/ Design Consultant</p>	<p>City Funds Aldermanic Menu Fund PD Community Benefit Agreements</p>	Low

OBJECTIVE 3: INCREASE SAFETY & COMFORT FOR PEDESTRIANS & CYCLISTS

PROJECT	ACTION ITEMS	PARTNERS	SOURCES	PRIORITY
<p>3.4 Enhance Bike Facilities</p> <p><i>see page 59</i></p>	<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 	<p>CDOT Alderman's Office Engineering/ Design Consultant LPCC</p>	<p>City Funds Economic Development Grant Aldermanic Menu Fund PD Community Benefit Agreement</p>	<p>High</p>
<p>3.5 Update Traffic Signals / Phasing</p> <p><i>see pages 59-60</i></p>	<ul style="list-style-type: none"> ▪ Study inclusion of trailing left-turn signals at major intersections ▪ Implement traffic signal changes based on study conclusion 	<p>CDOT Alderman's Office</p>	<p>City Funds</p>	<p>Med</p>



A teal-tinted photograph of a city street. In the foreground, there is a crosswalk with white stripes on the asphalt. A storm drain is visible on the right side of the road. In the background, there are trees, a fence, and buildings. A white pickup truck is parked on the left side of the street. The sky is overcast. A large, semi-transparent teal rectangle is overlaid in the center of the image, containing the text "STATE OF THE CORRIDOR" in white, bold, sans-serif capital letters.

STATE OF THE CORRIDOR



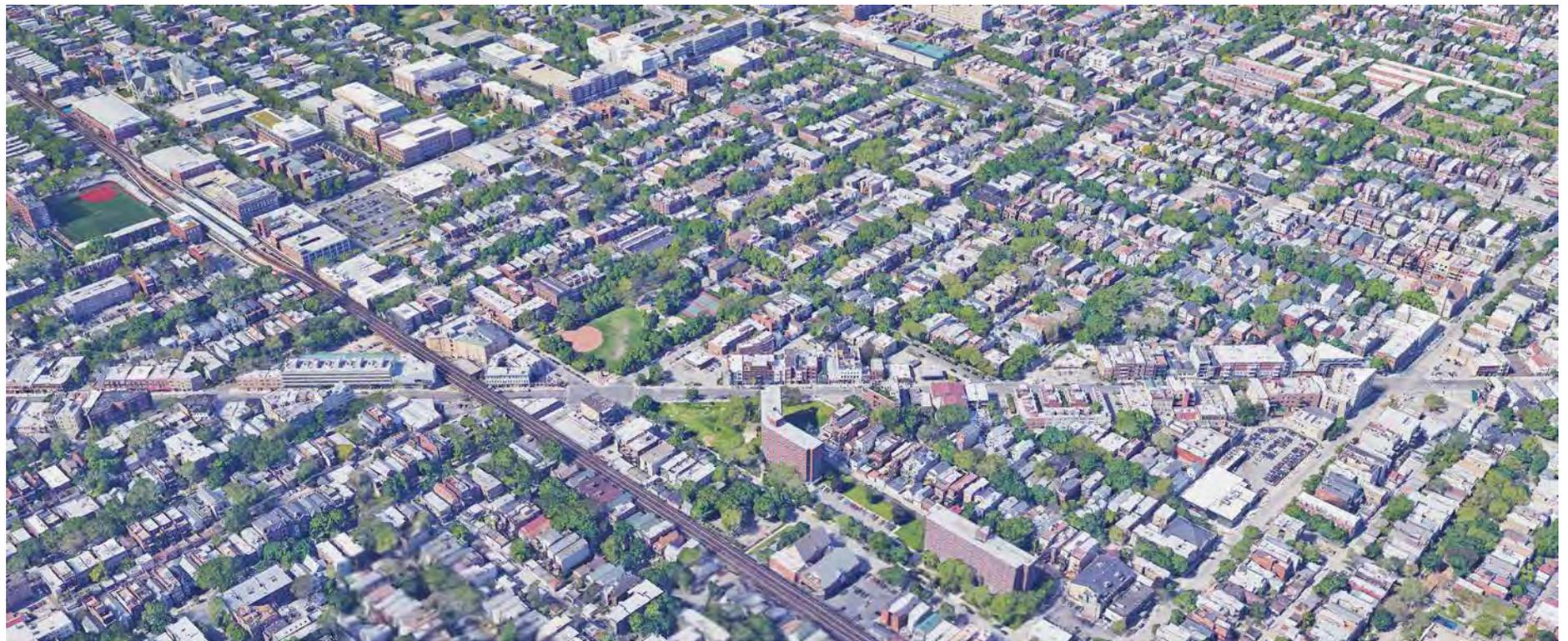
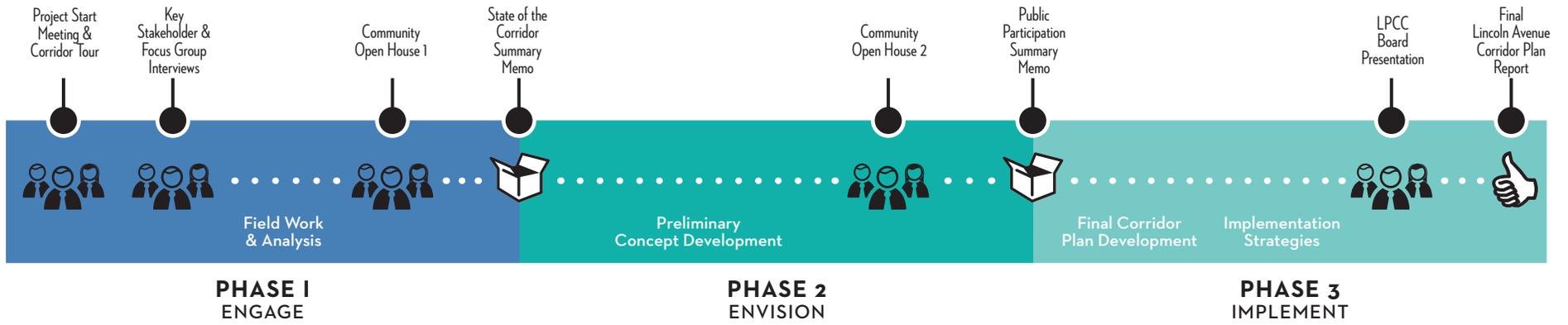
THE PROCESS

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:

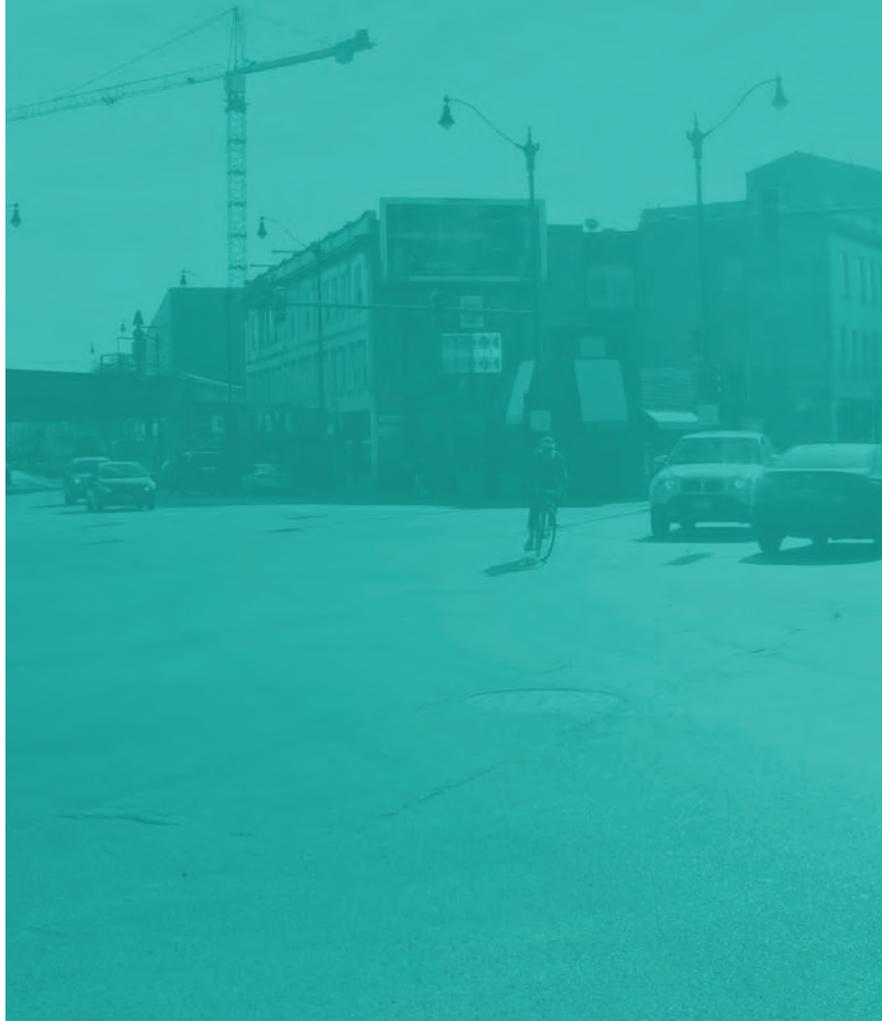
- **Phase 1: ENGAGE.** The first phase of the project provides an opportunity for the project team to *look, listen, and learn* about the corridor through stakeholder and community meetings, and on-the-ground assessment and analysis.
- **Phase 2: ENVISION.** The second phase builds on the foundation 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

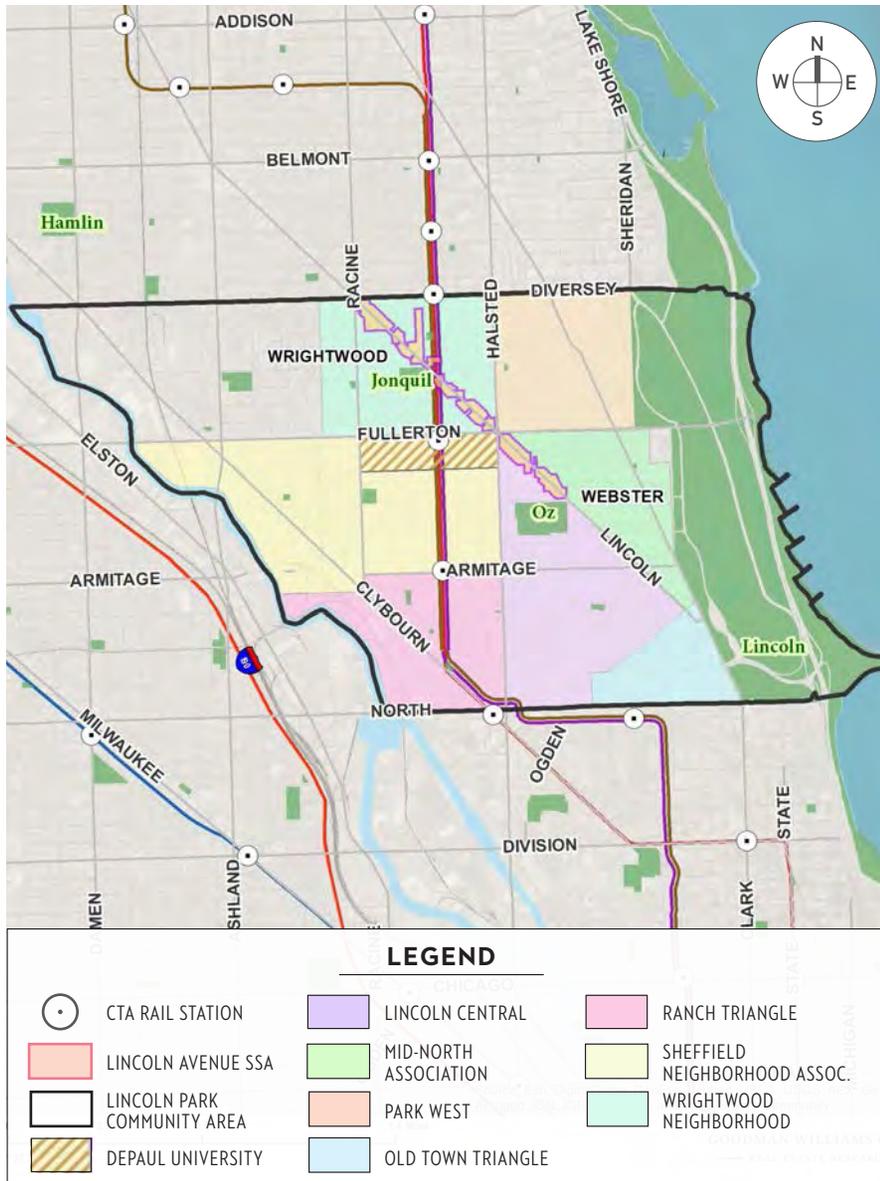


FIGURE 33: STUDY AREA CONTEXT MAP

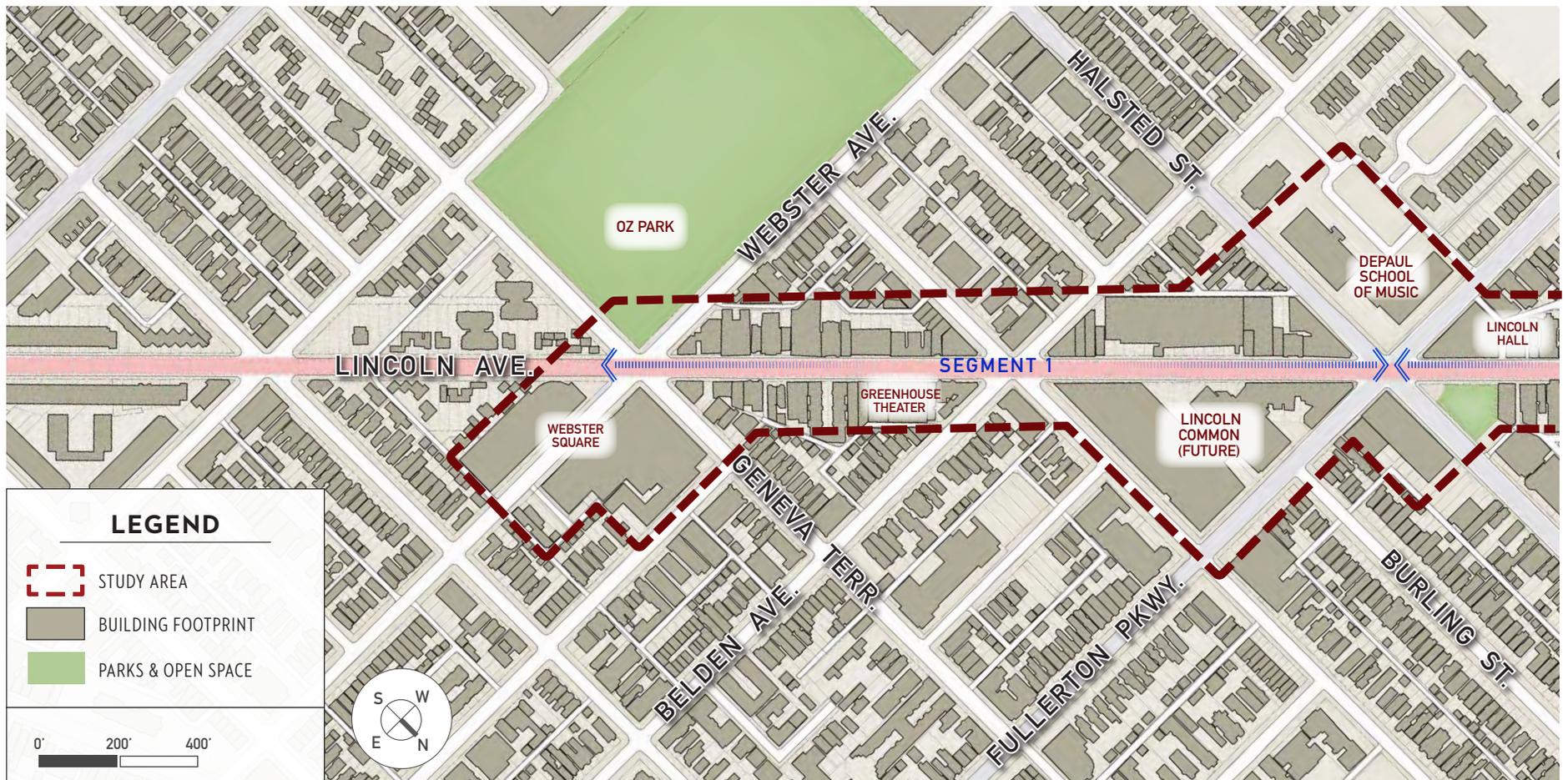


PHYSICAL CONDITIONS

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:

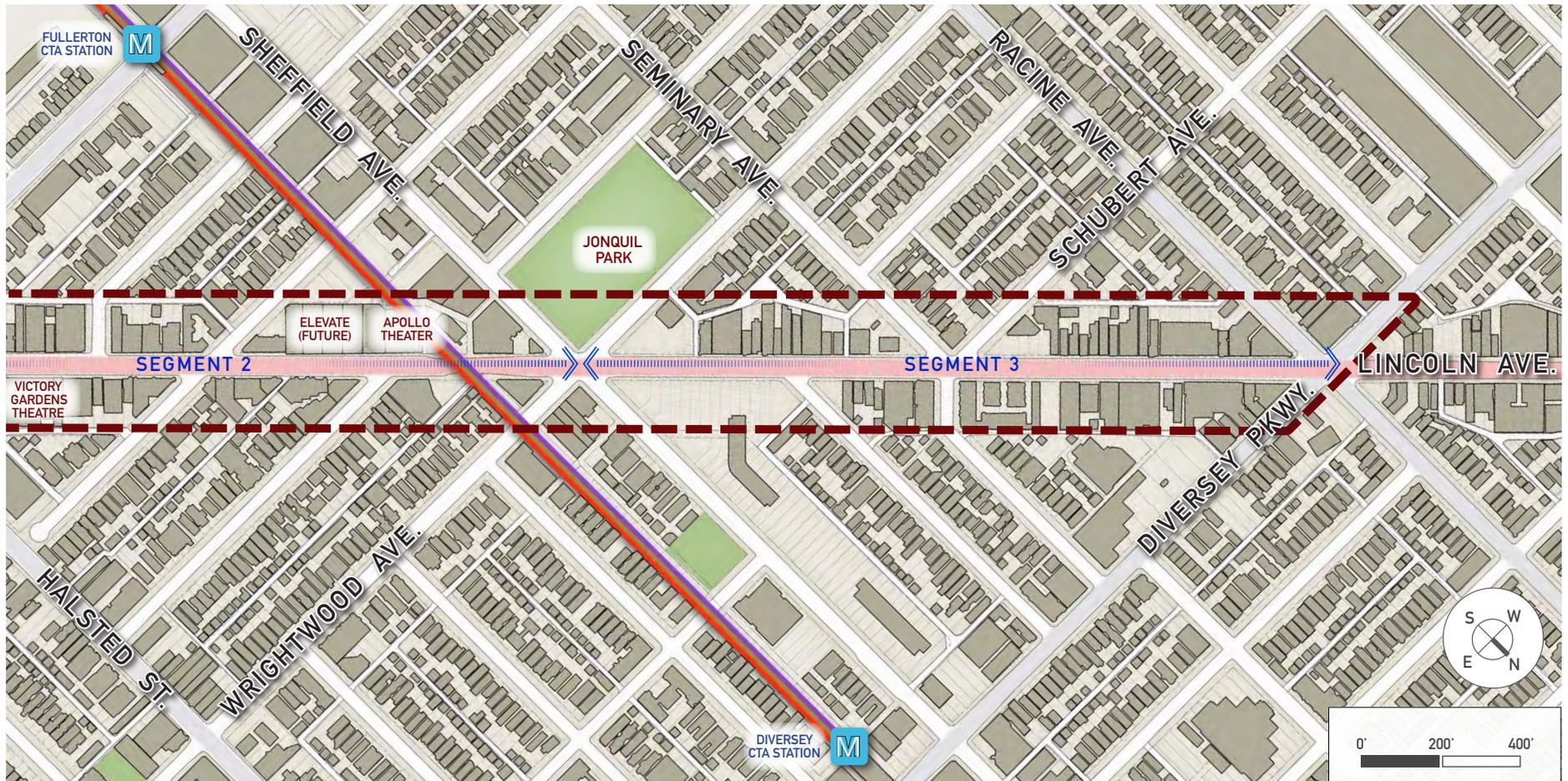
- Segment 1 - Webster Avenue to Fullerton Parkway
- Segment 2 - Fullerton Parkway to Wrightwood Avenue
- Segment 3 - Wrightwood Avenue to Diversey Parkway

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

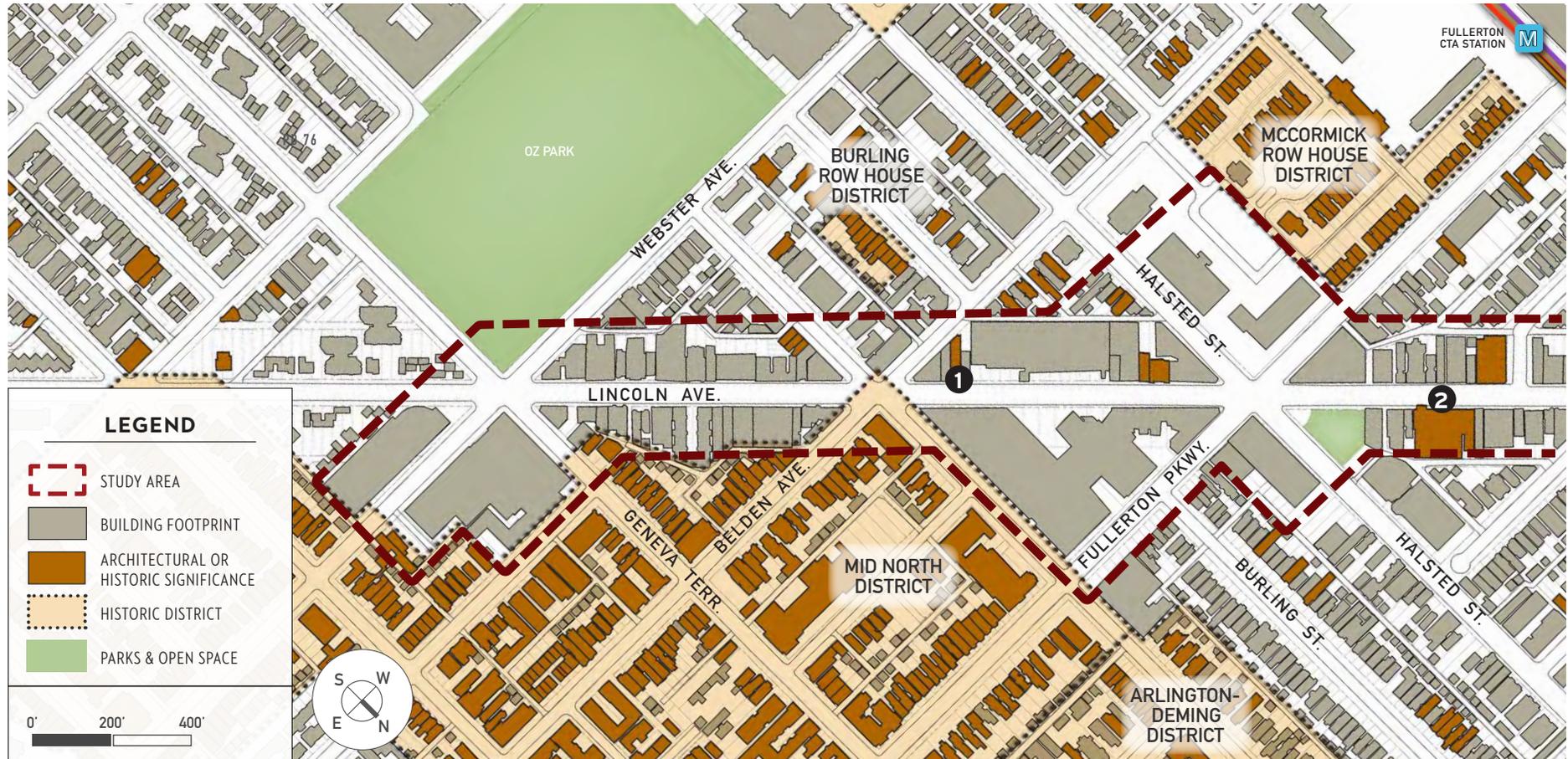
The Chicago Historic Resources Survey identifies buildings and structures of historic and architectural significance constructed prior to 1940. Generally, these resources fall within two major categories, determined by whether they are significant within the context of the local community, or the broader 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:

- 1 **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!
- 2 **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!

FIGURE 35: HISTORIC RESOURCES MAP



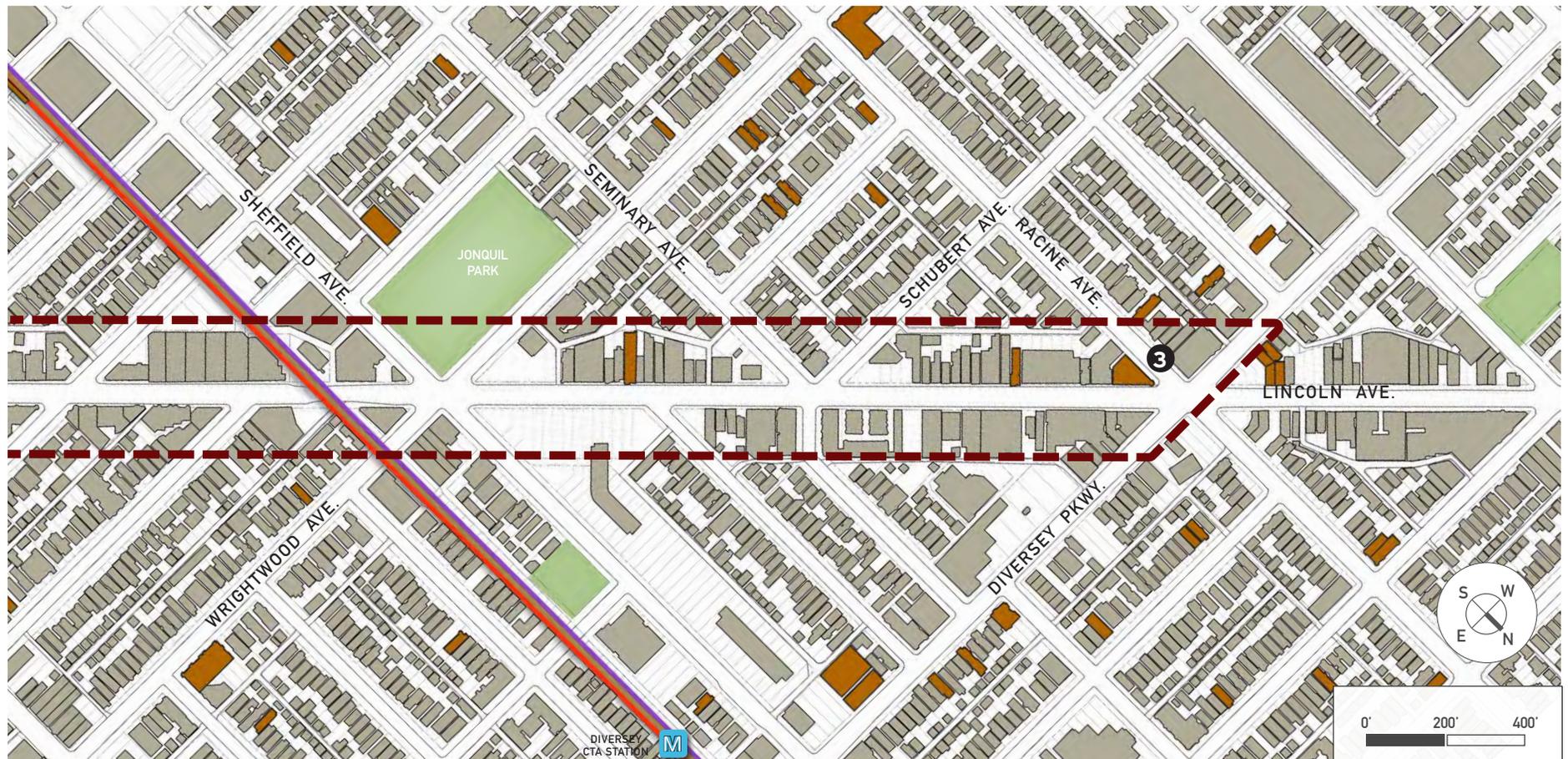
- 3 John Hufmeyer Building (2272 N. Lincoln Avenue) - built in 1888 for the well known local businessman, by architect Charles Hermann. The mixed-use building provides a distinct focal point at the north end of the corridor².

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 on¹.

- *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 Fire¹.
- *McCormick Row House District* - built between 1884 and 1889, in the Queen Anne style, to provide the McCormick Theological Seminary with rental income¹.
- *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 - 1900¹.

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 2000-2014
	# of HH	% of HH	# of HH	% of HH	# of HH	% of HH	
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%
Total HH*	35,776	100.0%	32,418	100.0%	32,271	100.0%	-9.8%

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%
Total Ridership	11,122,174	11,868,318	12,689,483	11,399,775	11,011,862	0.0%

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 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

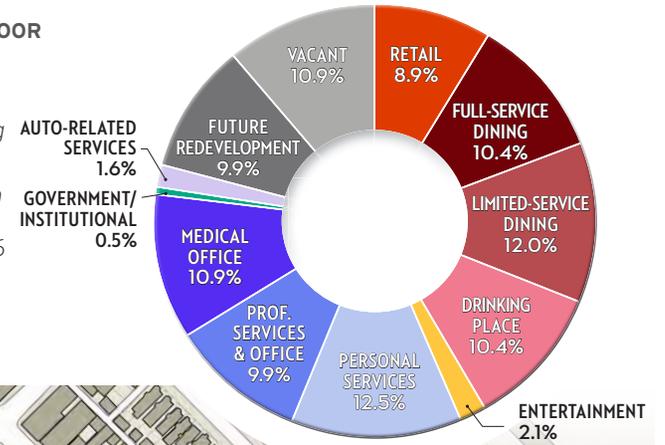
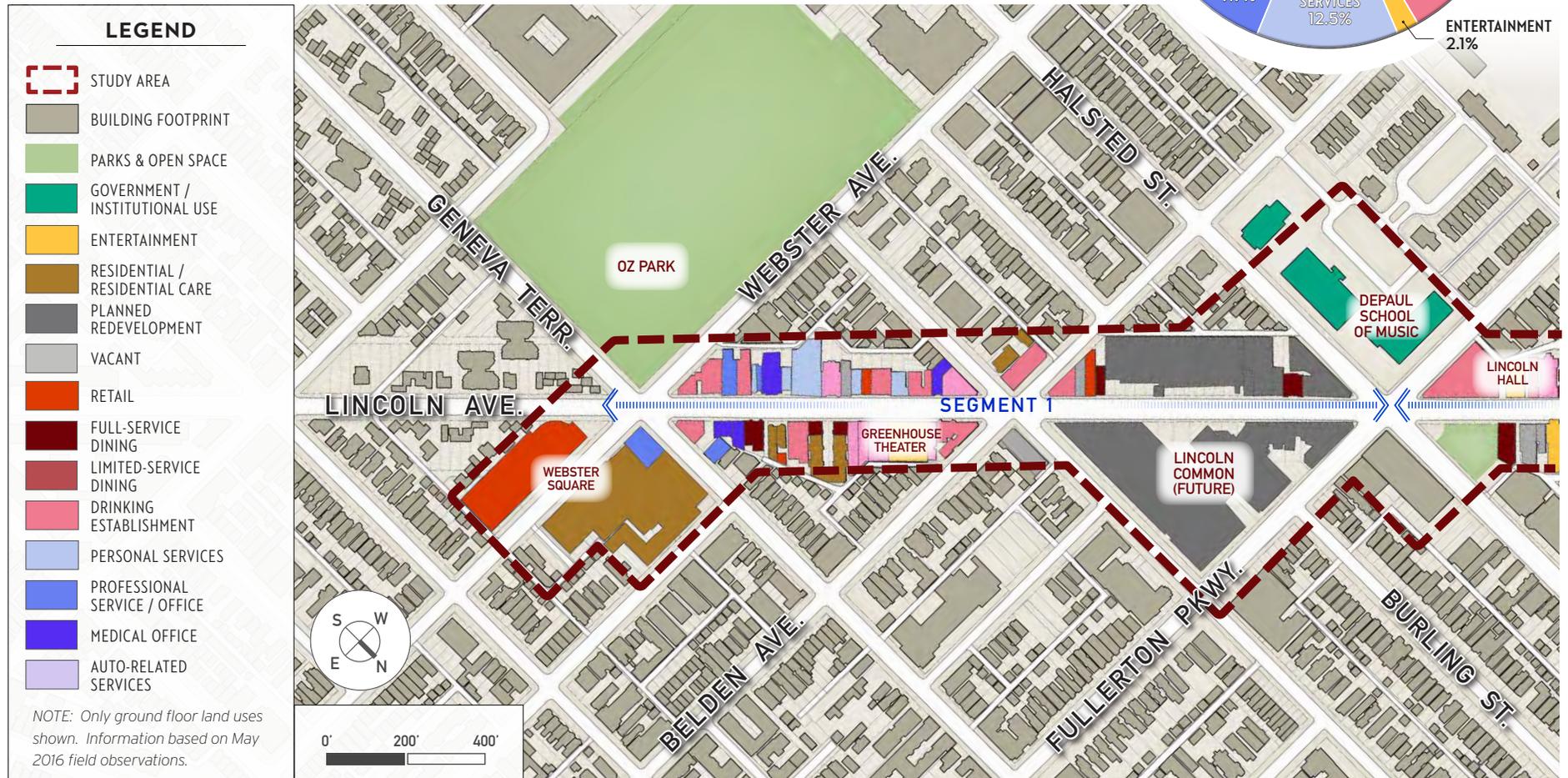
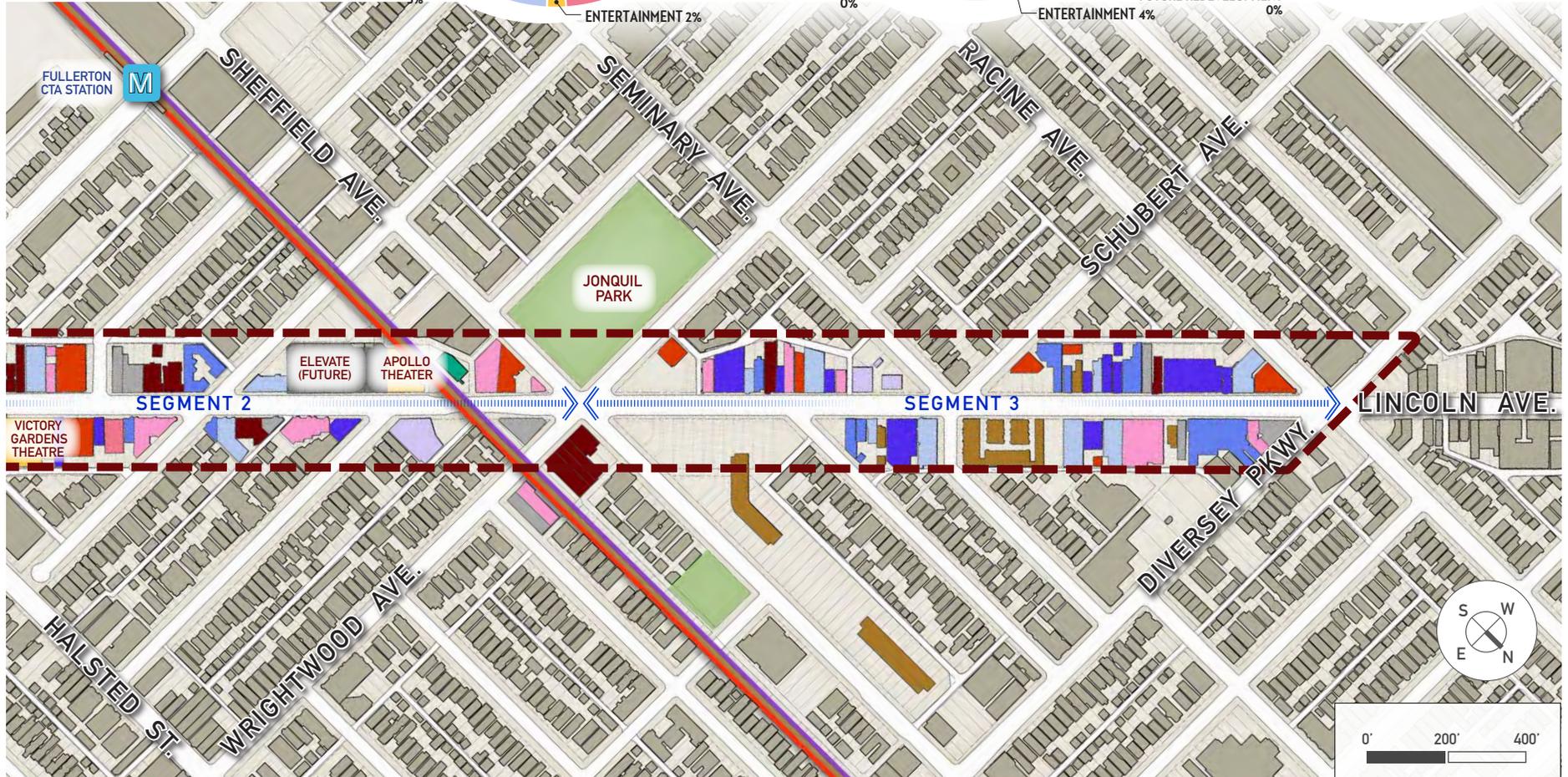
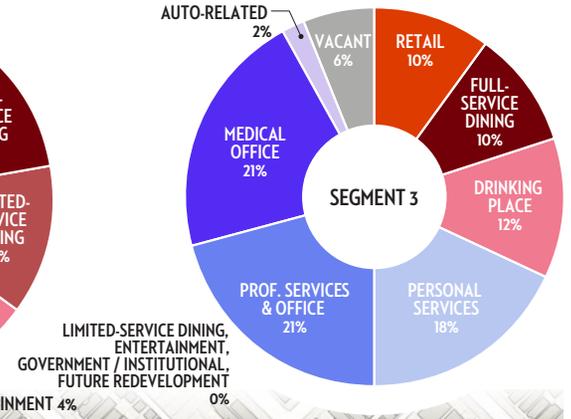
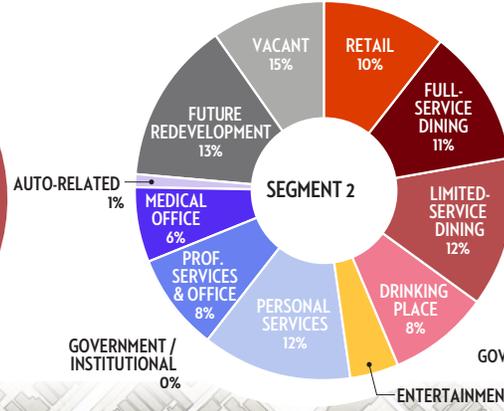
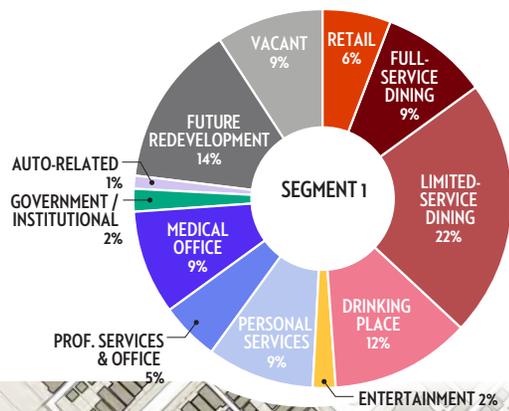


FIGURE 38: GROUND FLOOR LAND USE MAP



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

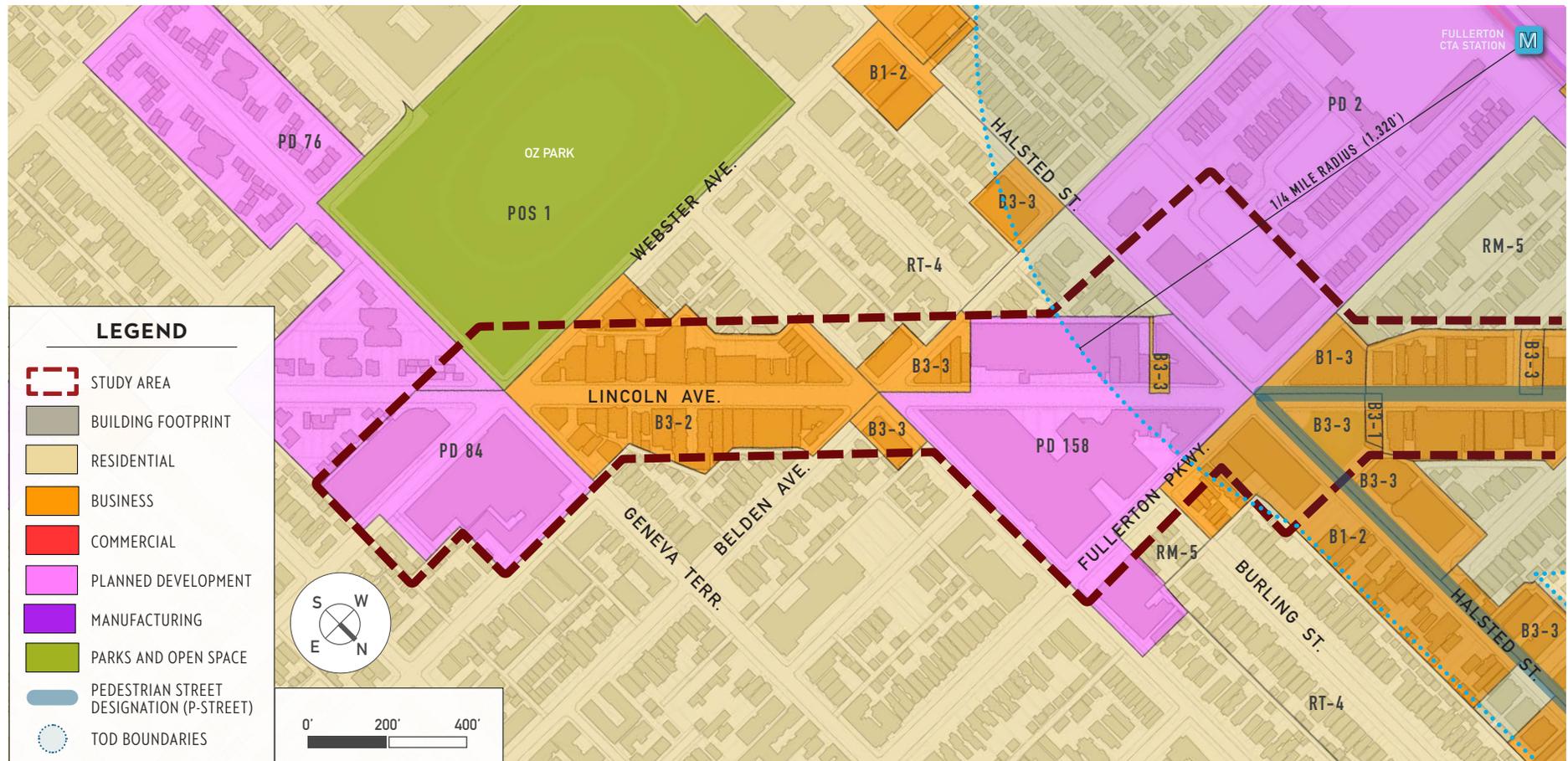
ZONING

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.

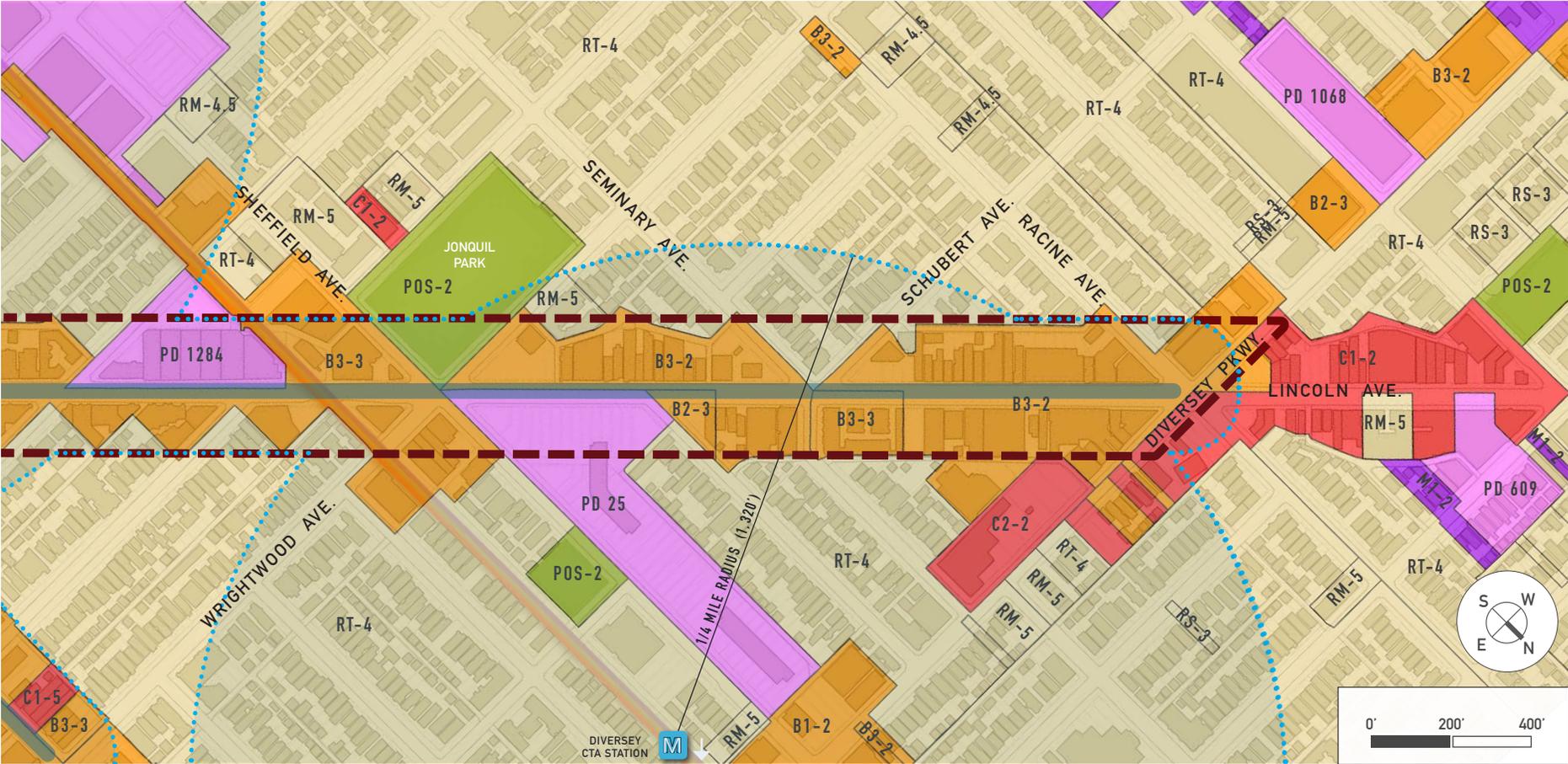
FIGURE 41: ZONING MAP



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

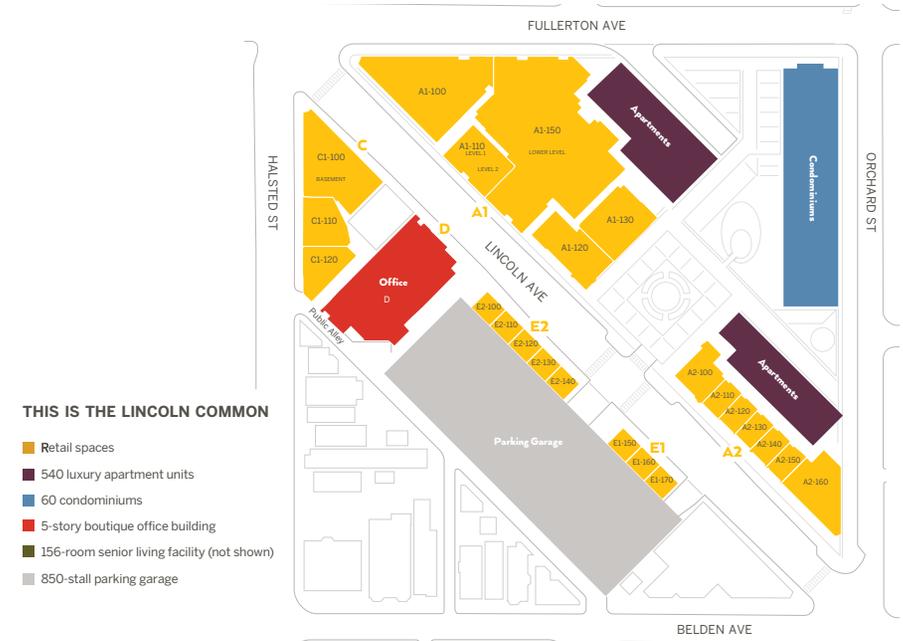


The Lincoln Common (CMH Redevelopment)

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 47,000 SF of office space	850 in existing structure 194 new spots by 2018	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			40	Rental - 1 BR	809	\$2,500			
				156	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			
	558 W Webster Ave		Rentals Summer 2014	75	Rental - Studio	684-694	\$1,997 - \$2,093			
					Rental - 1 BR	630-882	\$1,914 - \$2,531			
	Grant Place and Geneva		Detached Units 2017	8	Rental - 2 BR	977-1,238	\$2,788 - \$3,950			
					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				
Totals				1,127				51,300	1,445	

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.

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%

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.

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	

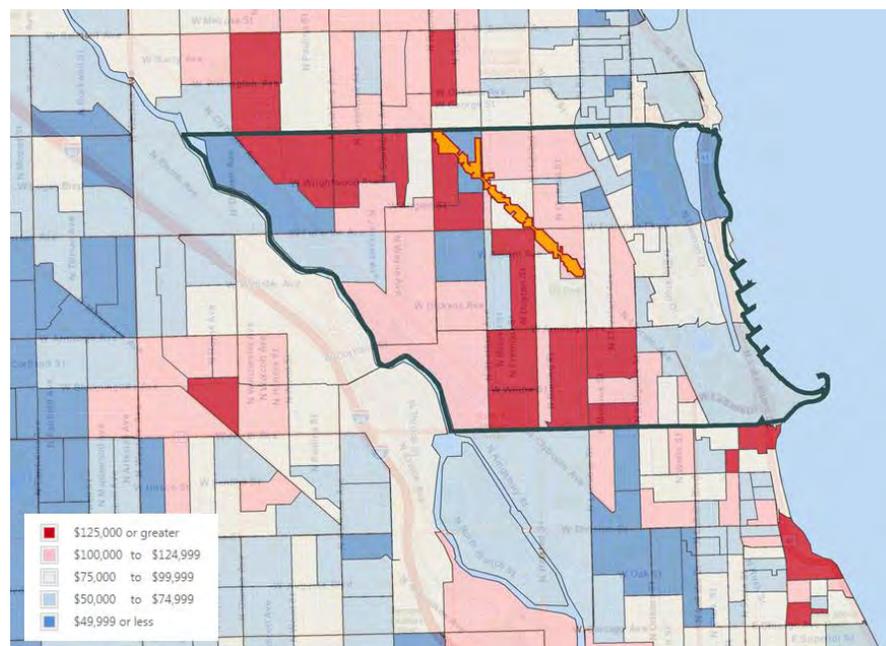
Source: 2000/2010 data from U.S. Census Bureau, ESRI Business Analyst, 2010-2014 American Community Survey

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



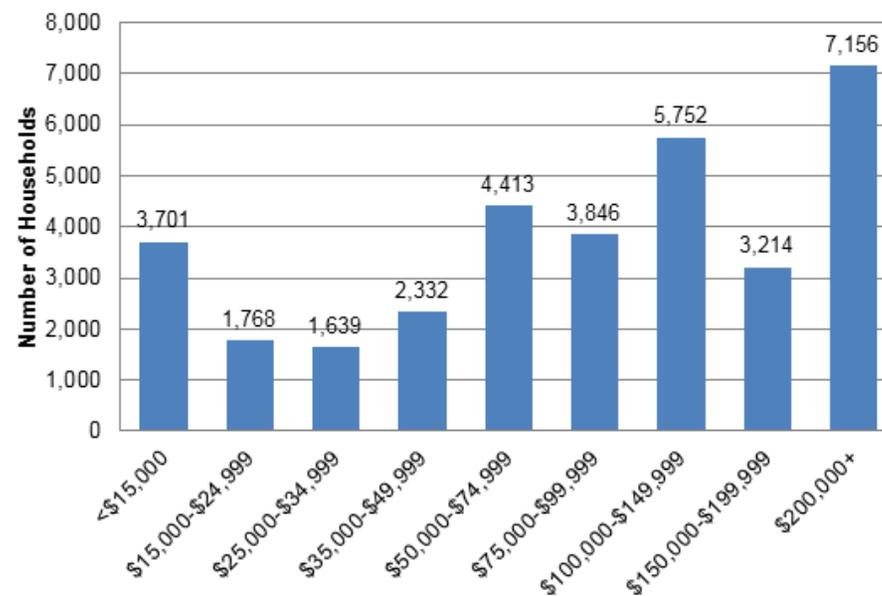
Map organized by 2015 Census Blocks
Source: Esri Business Analyst

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		

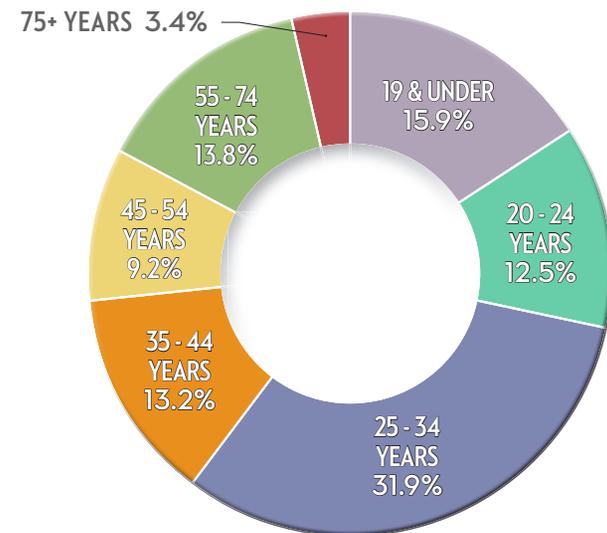
Source: 2000/2010 Data US Census, 2016 ESRI Business Analyst

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					
Total Hispanic Population	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%.

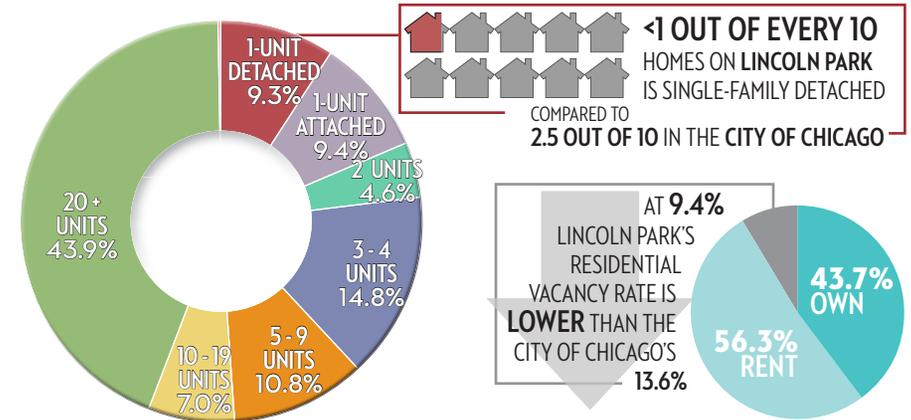


FIGURE 52: HOUSING UNITS



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)

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.

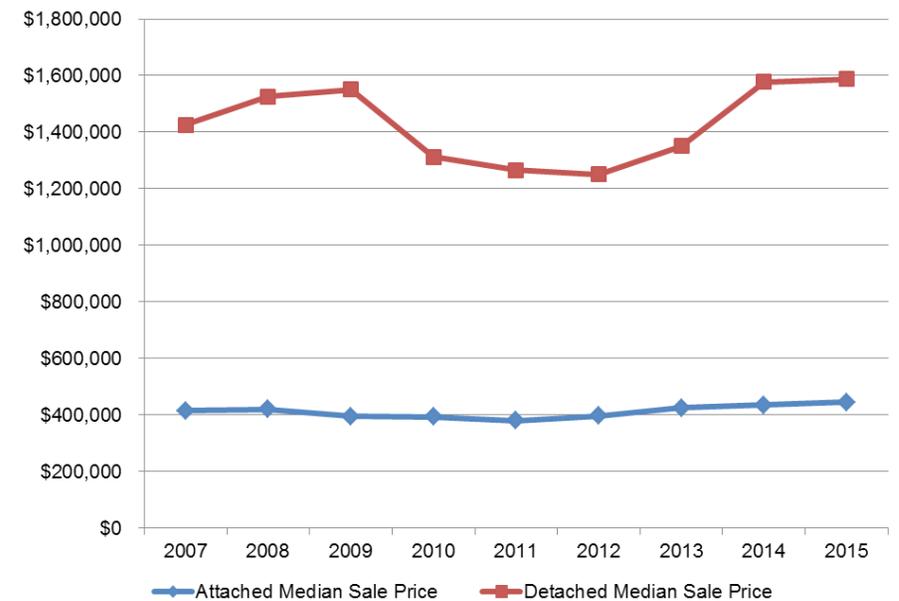
The detached or single-family market has also fared well post-recession. A total of 201 homes were sold in 2015 at a median sale price of \$1,588,000. This median is \$160,000 more than in 2007. Figure 54 shows how the sale price declined dramatically during the recession and has since rebounded. In 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

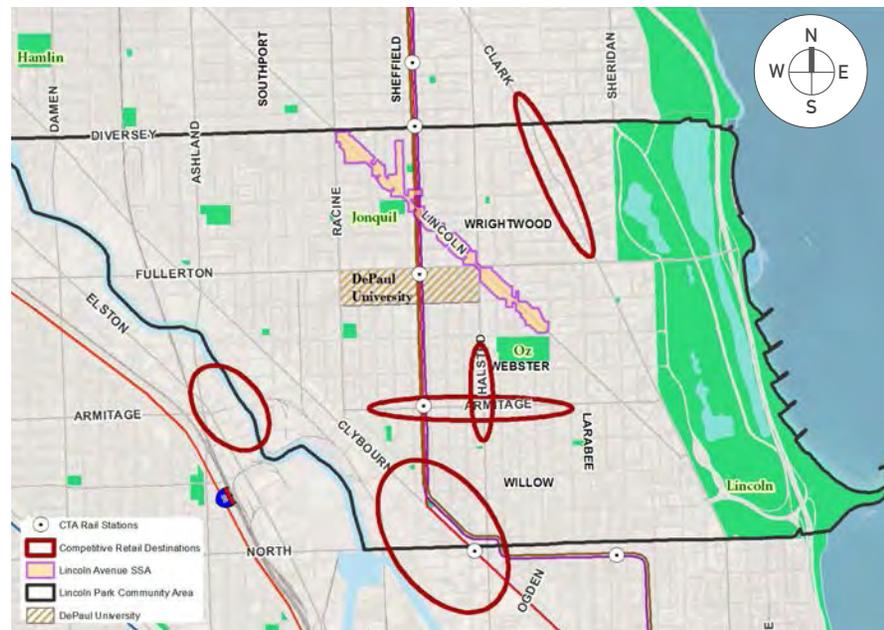
As discussed earlier in this report, four new developments are either planned or under construction on the Lincoln Avenue Corridor, adding 986 rental units and 103 for sale units. These new developments will bring major changes to the Corridor and Lincoln Park, adding more residential density, amenities,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



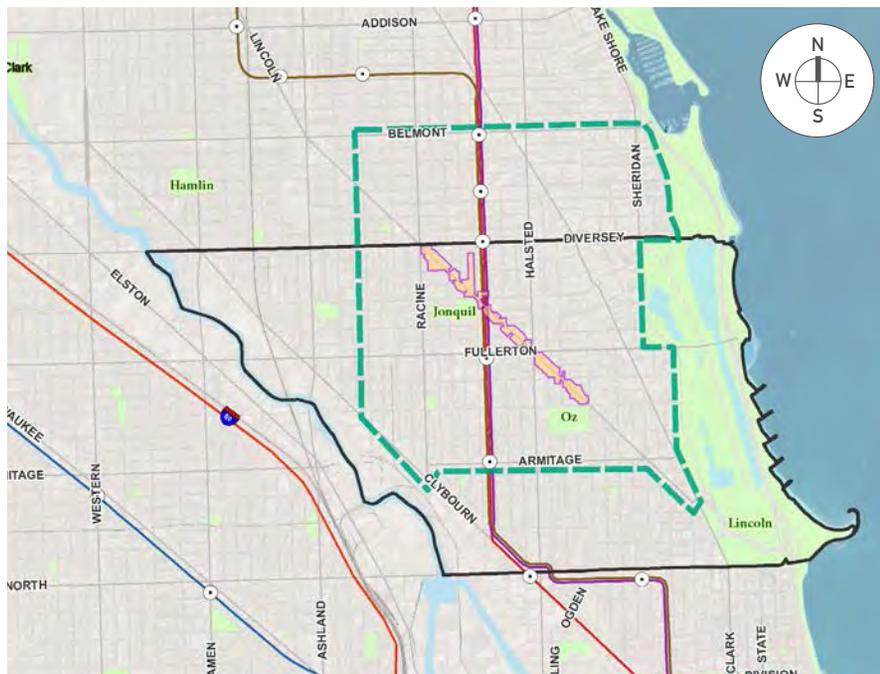
The Greenhouse Theater sits in close proximity to bars and restaurants

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			
Summary Demographics			
2016 Population	76,846		
2016 Households	43,314		
2016 Median Disposable Income	\$57,976		
	Demand	Supply	Retail Gap
Industry Summary	(Retail Potential)	(Retail Sales)	
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
By Category:			
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

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)

Source: Esri Business Analyst
June 2016

GOODMAN WILLIAMS GROUP
REAL ESTATE RESEARCH

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

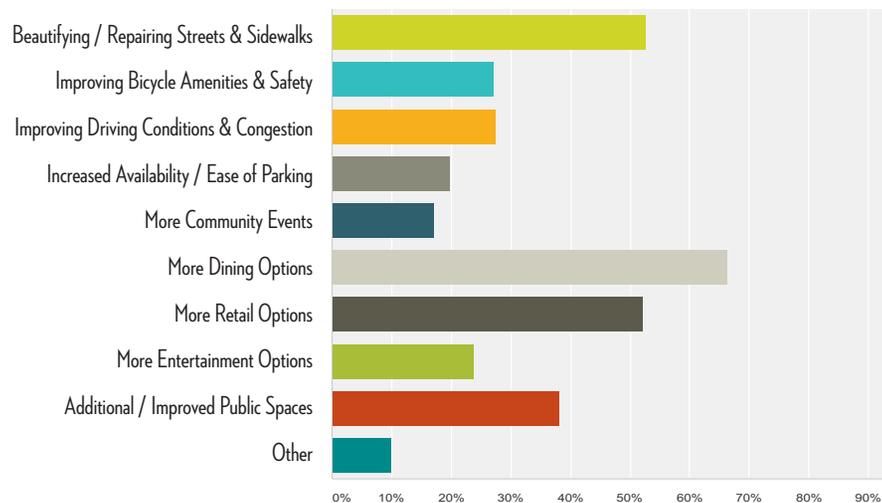
In addition to the active participation efforts, a project website was developed to provide a central location for project information and updates. The website, lincolnavenuecorridor.wordpress.com, also provides links to various organizations and community groups who have been active partners in the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

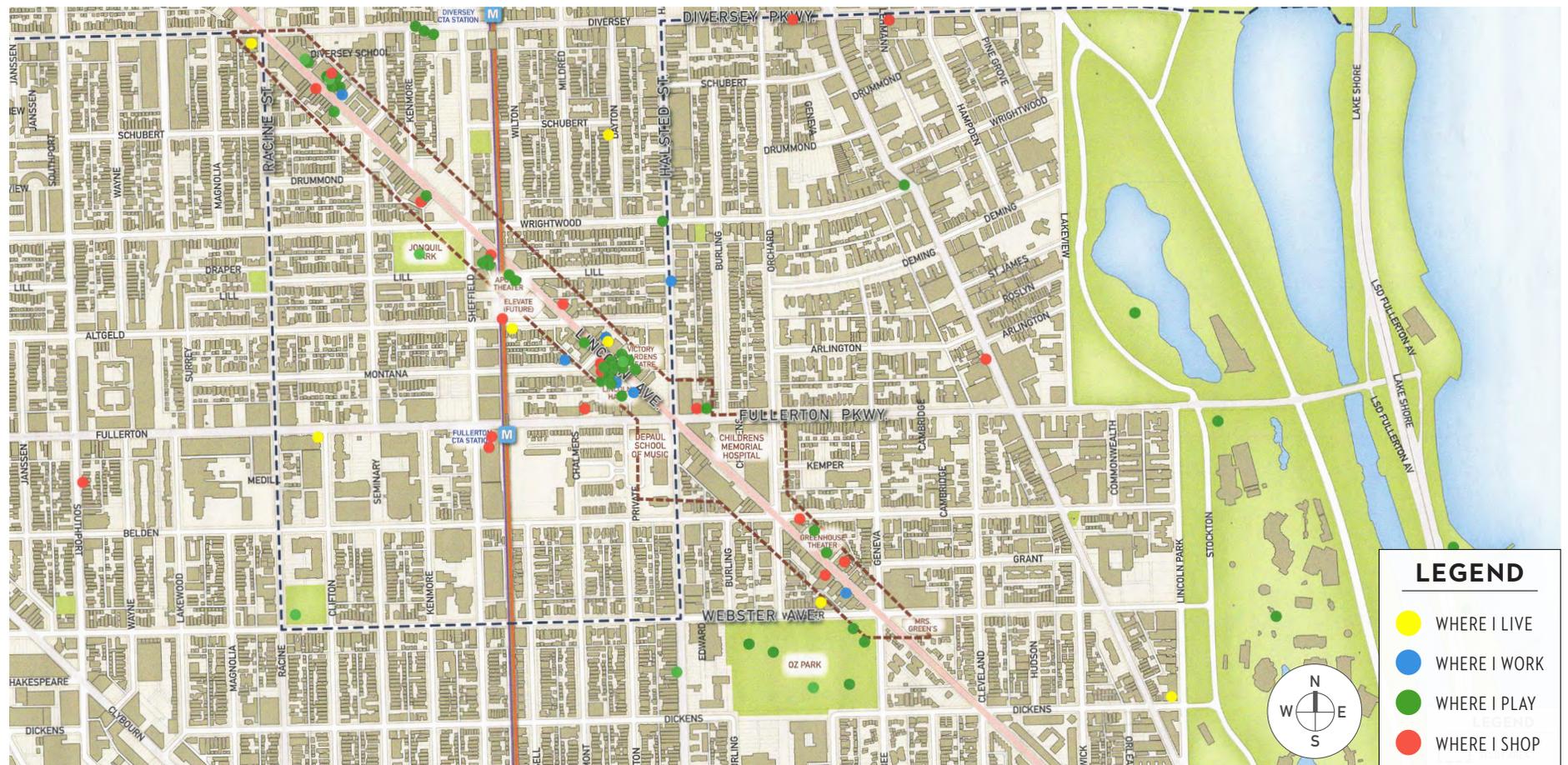
- There is an overwhelming belief that the on-going redevelopment projects (particularly the Children's site) will be game changers for the area (in a mostly positive way), providing built environment improvements and a more dynamic retail environment.
- Some stakeholder expressed concerns about the 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



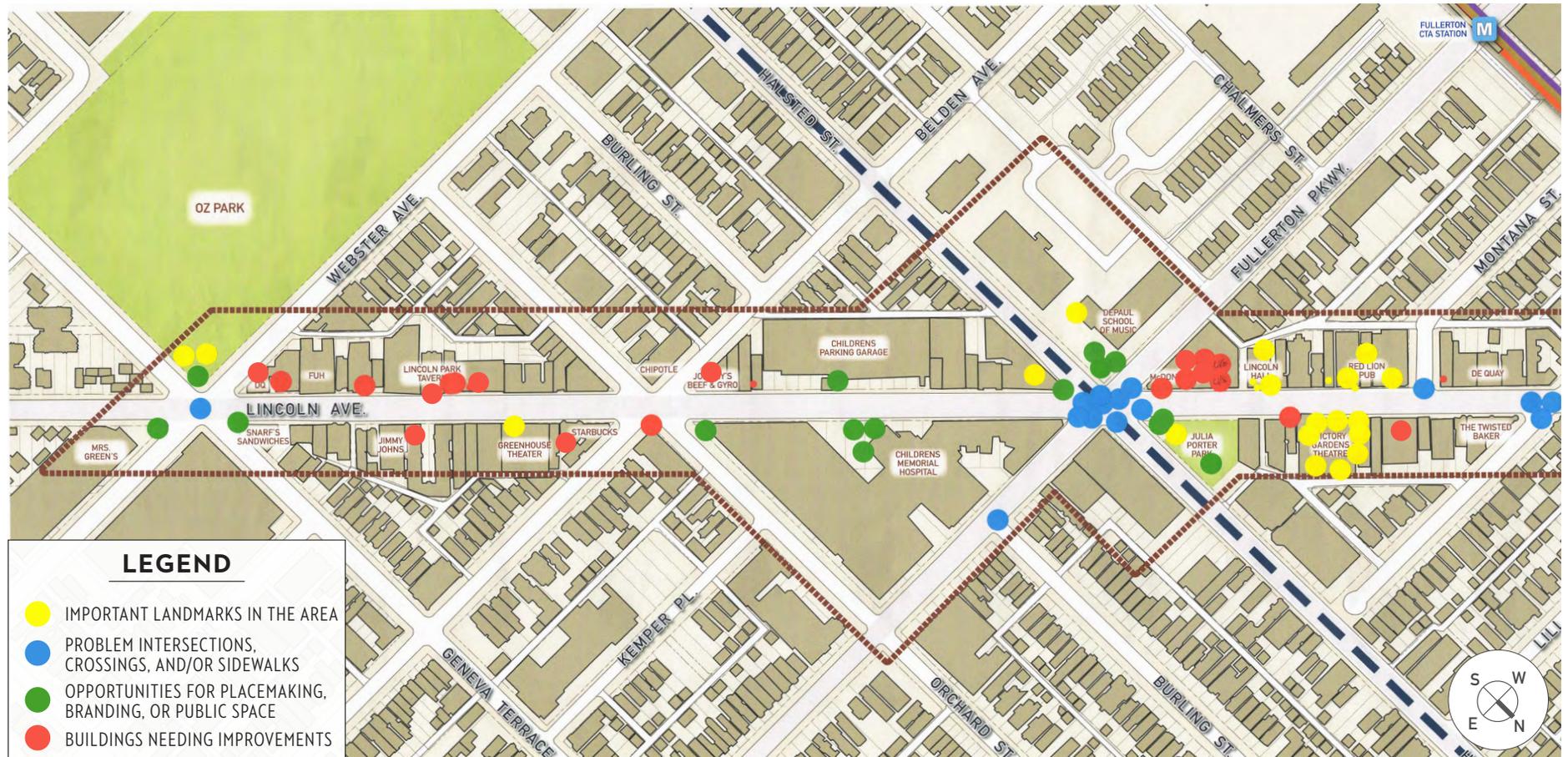
BIG MAP EXERCISE

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 alleyway with artwork

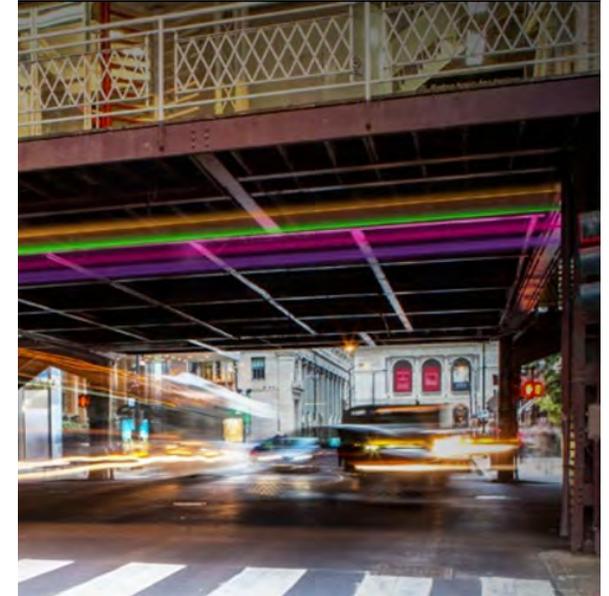
Placemaking, Wayfinding & Branding

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



LINCOLN PARK
• CHAMBER OF COMMERCE •