

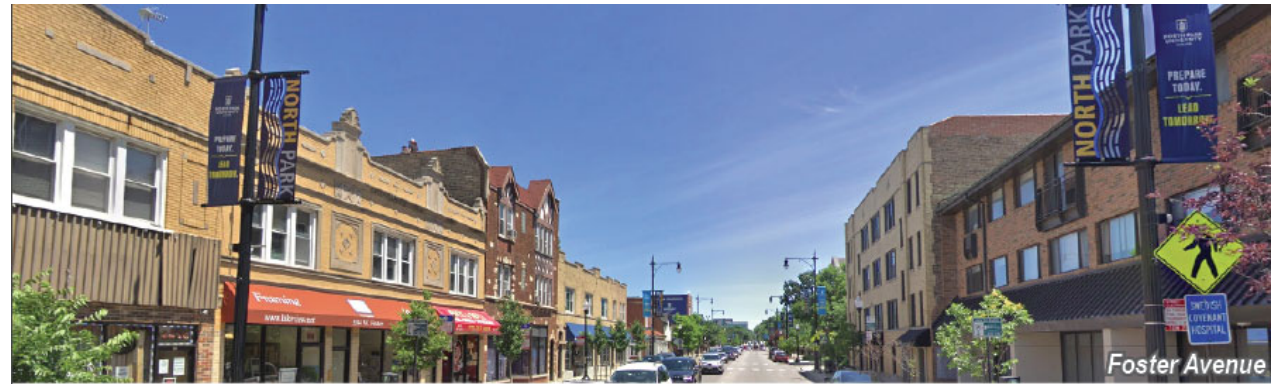
North Park Commercial Corridors Study

Community Open House
February 4, 2019
5:30 – 7pm
Northside College Prep



DPD

CHICAGO DEPARTMENT OF
PLANNING & DEVELOPMENT



Foster Avenue



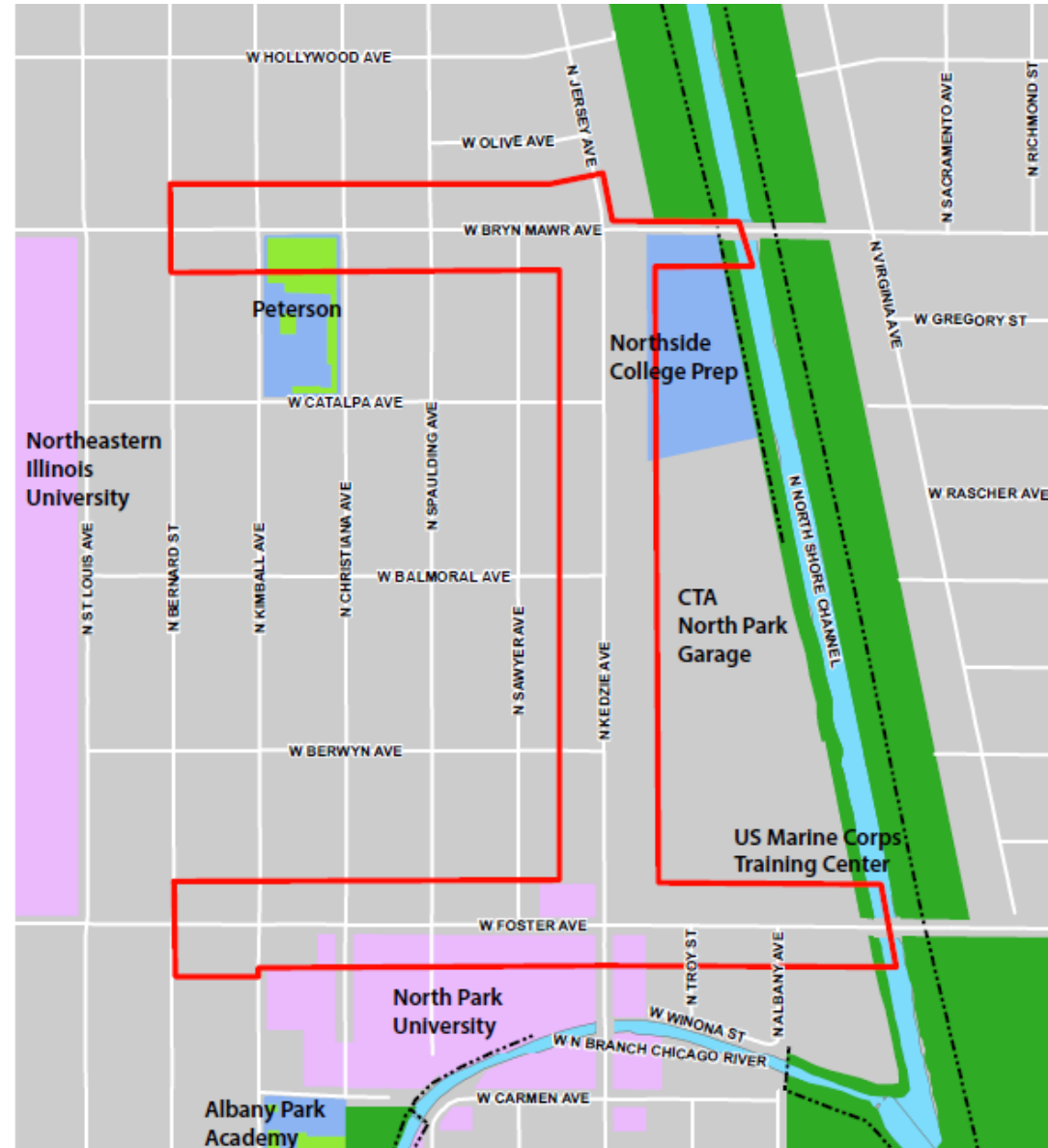
Bryn Mawr Avenue



Kedzie Avenue

Project Overview

- Purpose of Study: Create a reference tool for community stakeholders that provides guidance on improving the commercial corridors.
- Corridors:
 - Bryn Mawr Ave.
 - Foster Ave.
 - Kedzie Ave.

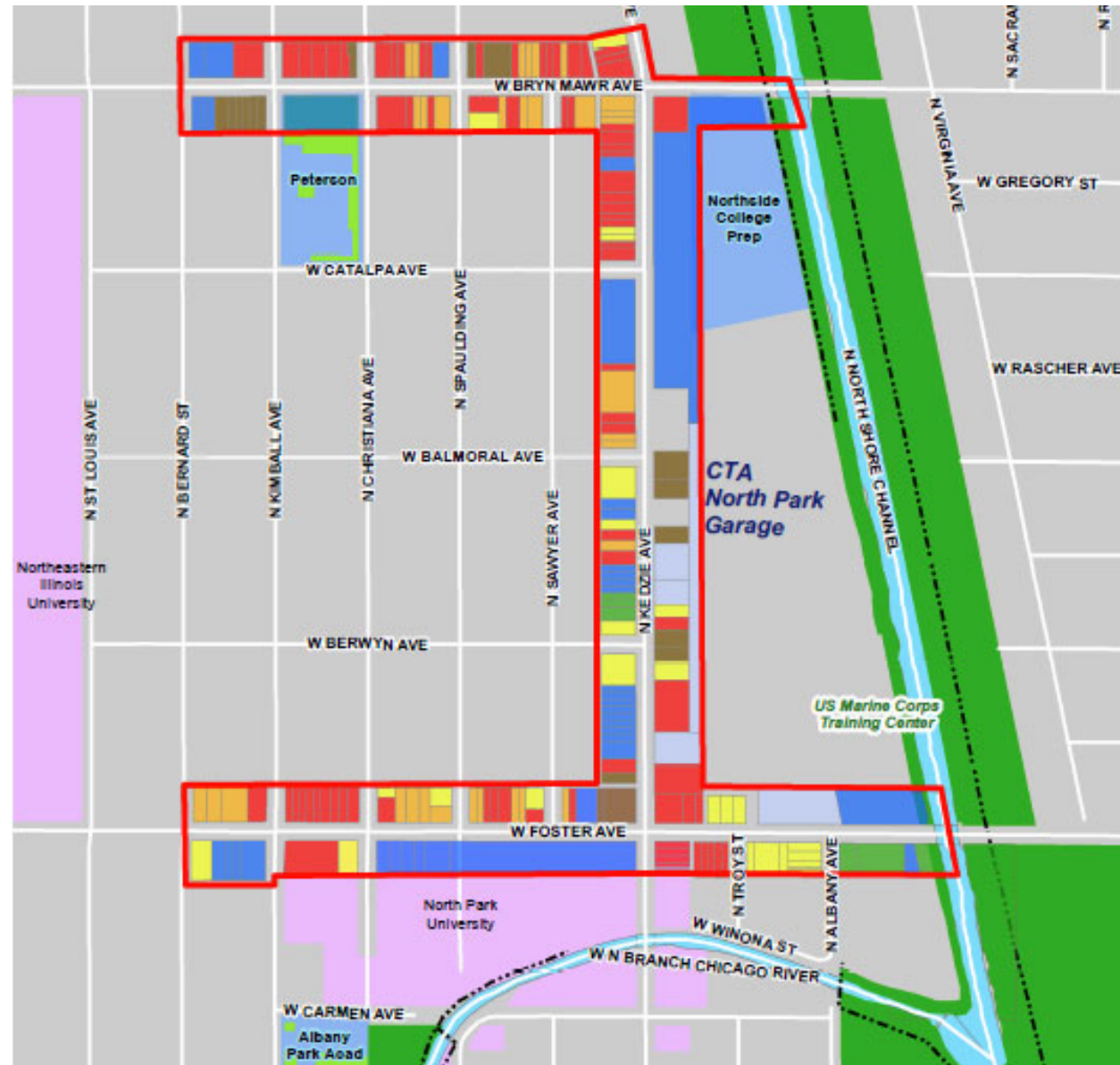
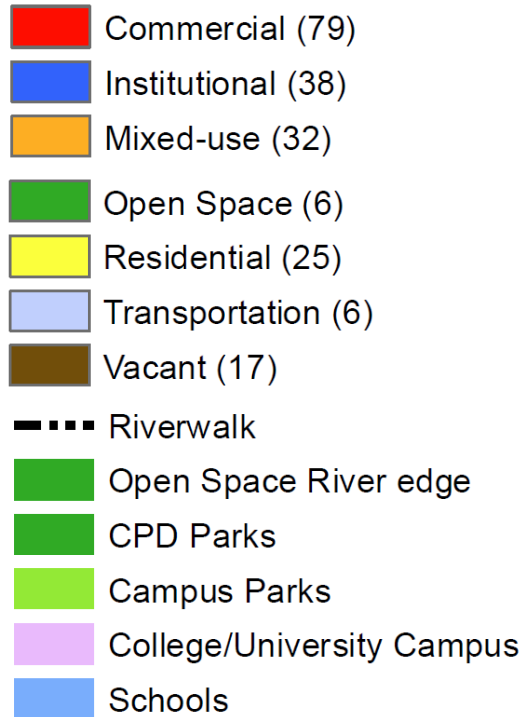


How Will This Study Be Used?

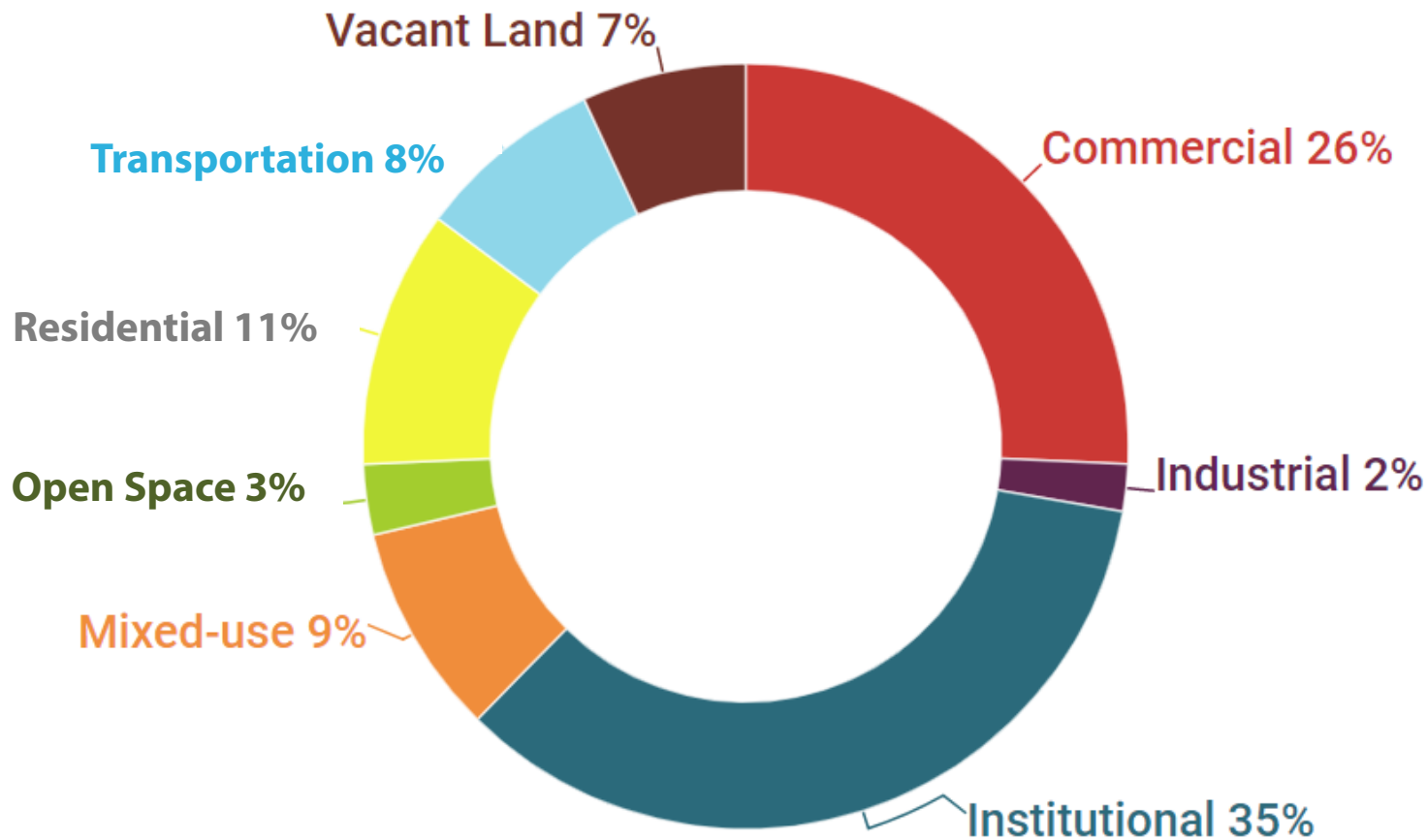
- The North Park Study provides:
 - Data and facts about the neighborhood
 - A tool that identifies resources to support existing business owners
 - Market data that can help attract new businesses
 - Design guidelines to encourage quality development

LAND USE ANALYSIS

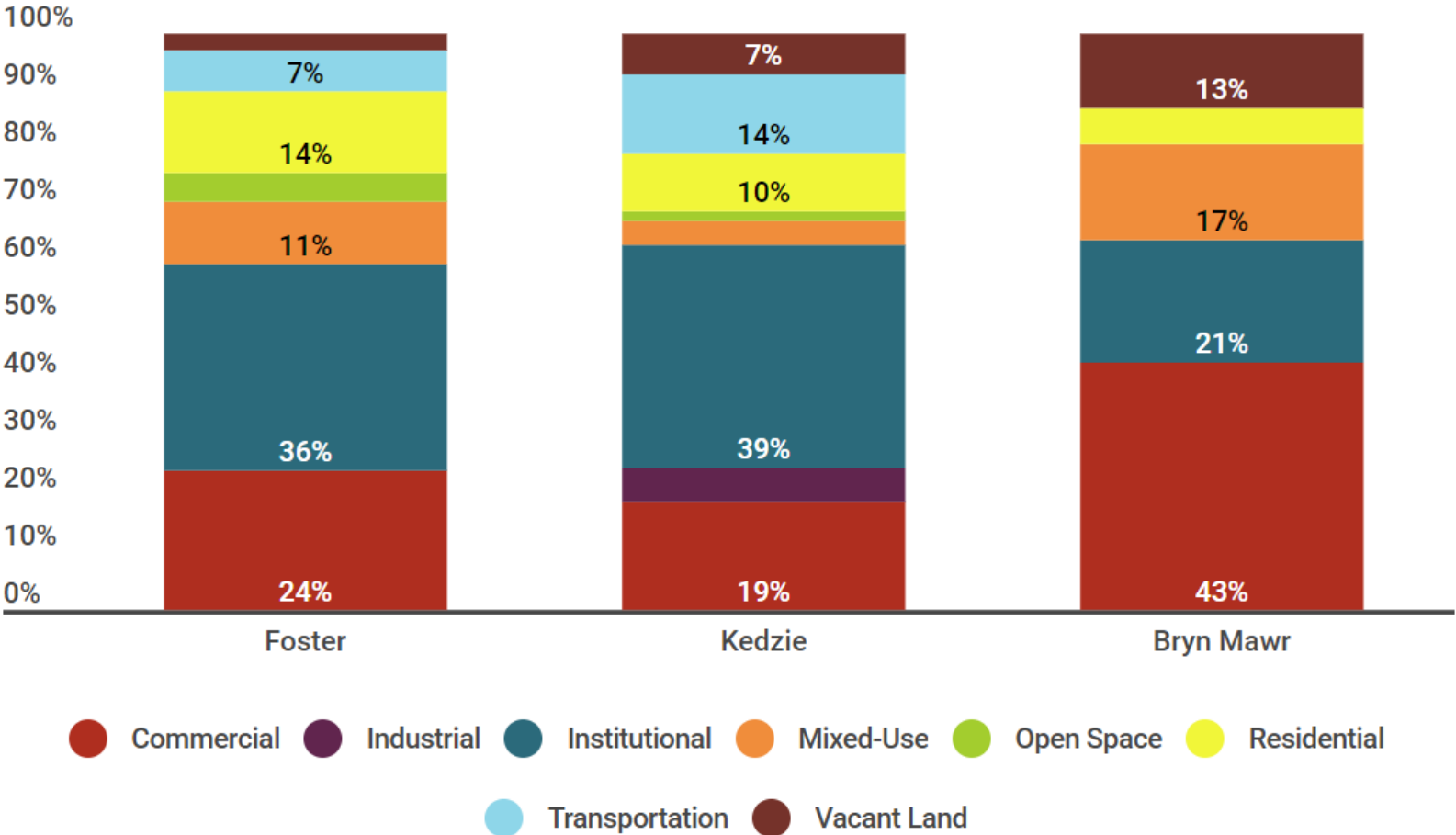
Study Area Land Uses



Study Area Land Uses (% by Area)



Corridor Land Uses



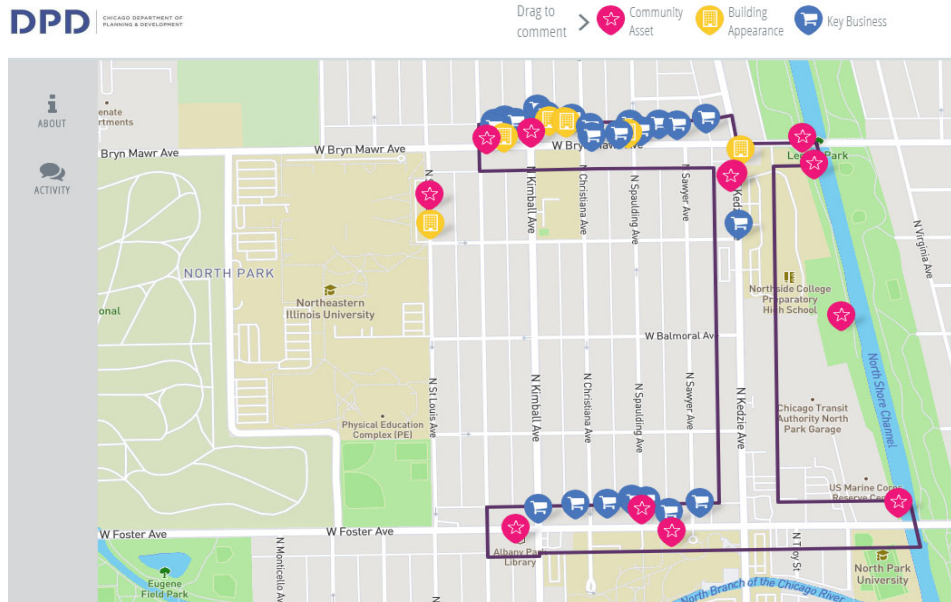
COMMUNITY ENGAGEMENT SUMMARY

How Was the Community Engaged?

- 3 Pop-Up Events
 - Over 250 participants over 3 days
- Stakeholder Interviews
 - 7 stakeholder meetings
- Working Group
 - 17 members and 2 meetings
- Community Survey
 - 300 responses
- Online Comment Map
 - 154 visitors, 43 comments



How Was the Community Engaged?



ACTIVATE NORTH PARK

Join your neighbors and share your thoughts on the future of Foster Avenue, Bryn Mawr Avenue and Kedzie Avenue in North Park!
Family-friendly outdoor events with activities for kids.

Sunday, September 30th	Friday, October 5th	Saturday, October 6th
10:00 AM - 2:00 PM North Park Community Market at Pillsbury Elementary School 550 N. Christiana Avenue	2:00 PM - 6:00 PM North Park University Parking lot at 3202 W. Foster Ave.	11:00 AM - 3:00 PM Outdoor Cafe 3202 W. Bryn Mawr Avenue

ACTIVEMOS NORTH PARK

¡Venga a conocer a sus vecinos y a compartir sus ideas sobre el futuro de las avenidas Foster, Bryn Mawr y Kedzie en North Park!
Eventos al aire libre para toda la familia con actividades para los niños.

Domingo 30 de septiembre	Viernes 5 de octubre	Sábado 6 de octubre
De 10:00 AM a 2:00 PM Park Community Market en la Escuela Elemental Pillsbury 550 N. Christiana Avenue	De 2:00 PM a 6:00 PM Universidad North Park Estacionamiento en 3202 W. Foster Ave.	De 11:00 AM a 3:00 PM Café al Aire Libre 3202 W. Bryn Mawr Avenue

노스파크의 활성화를 위하여

시민과 함께 고민해볼 문제와 도시가 어떻게 될지 의견을 나누고 싶으신 분은 양쪽 언어의 출간서를 읽어보시고 주민 여러분의 의견과 아이디어를 함께 공유하실 기회를 마련 하도록 하겠습니다.
가족과 어린이들을 위한 무료 야외 이벤트를 마련 하도록 하겠습니다.

일요일 2019년 9월 30일 (일요일)	금요일 2019년 10월 5일 (금요일)	토요일 2019년 10월 6일 (토요일)
시간: 오전 10시 - 오후 2시 장소: 필리브리 초등학교 550 N. 크리스티아나 스트리트	시간: 오후 2시 - 오후 6시 장소: 북파크 대학교 주차장 3202 W. 포스터 애비뉴	시간: 오전 11시 - 오후 3시 장소: 야외 카페 3202 W. 브린 모어 애비뉴

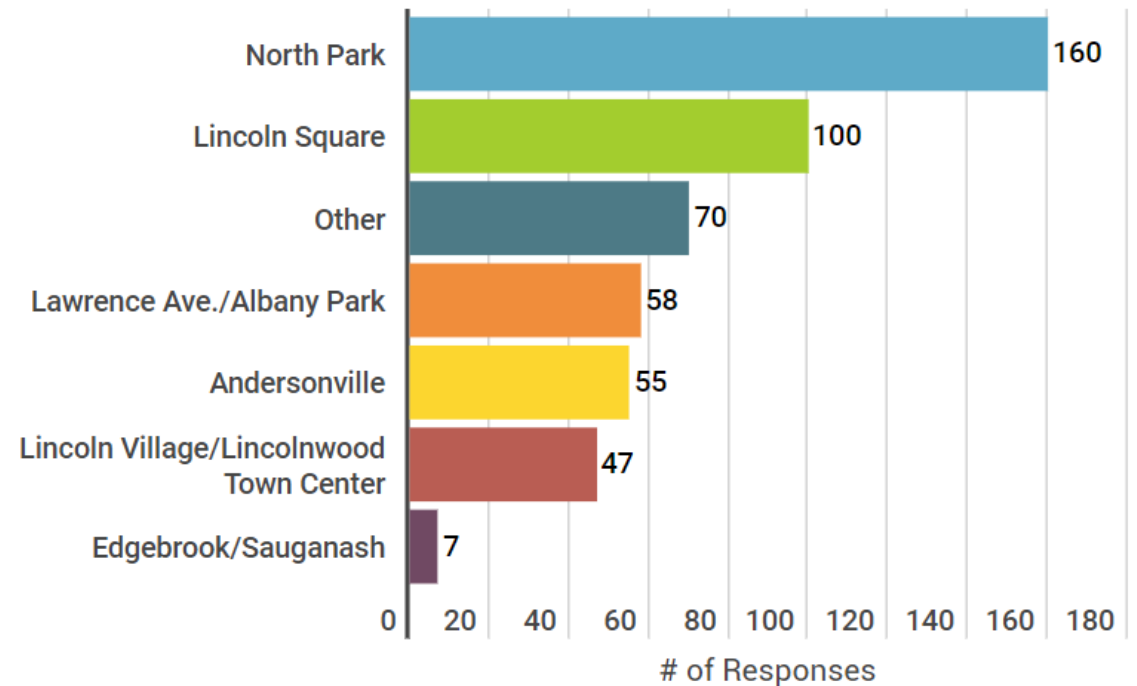
Find out more about the project, make notes on a comment map and take a quick survey at: www.cityofchicago.gov/activate

더 많은 정보에 대해 알아보거나, 의견과 아이디어를 공유하고 싶으신 분은 www.cityofchicago.gov/activate에 방문하십시오.

Survey Highlights

- People are already staying in North Park for shopping, restaurants, and entertainment

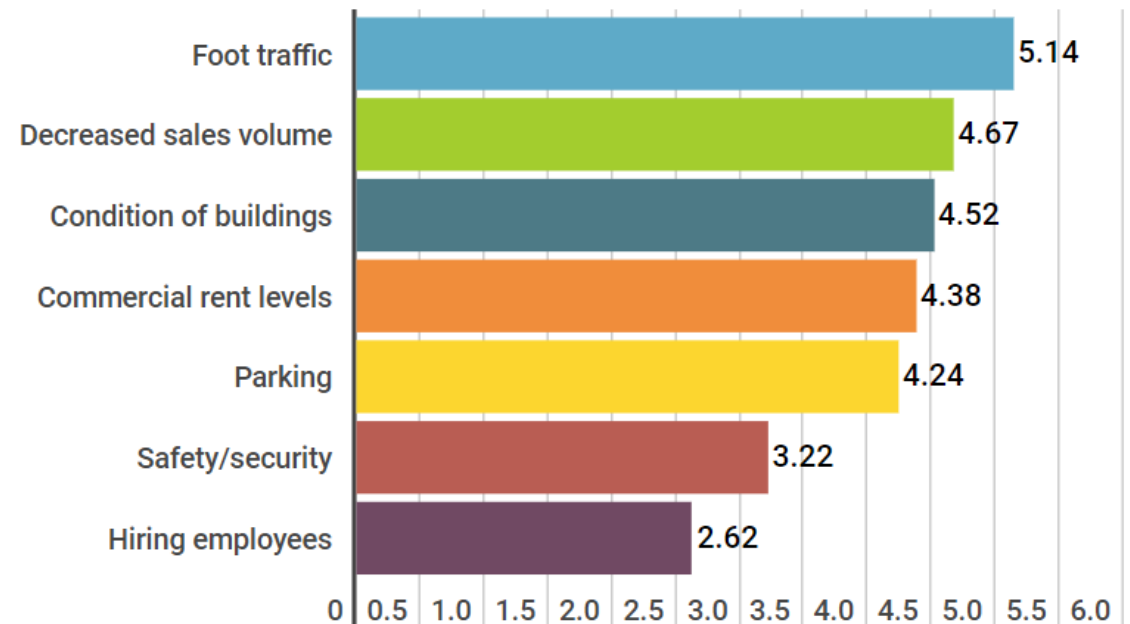
Where do you go to restaurants at least once per week?
(Check all that apply.)



Survey Highlights

- Business owners and employees rank foot traffic, decreased sales, and condition of buildings as the most critical issues

Rank the critical issues facing local businesses and organizations in North Park.



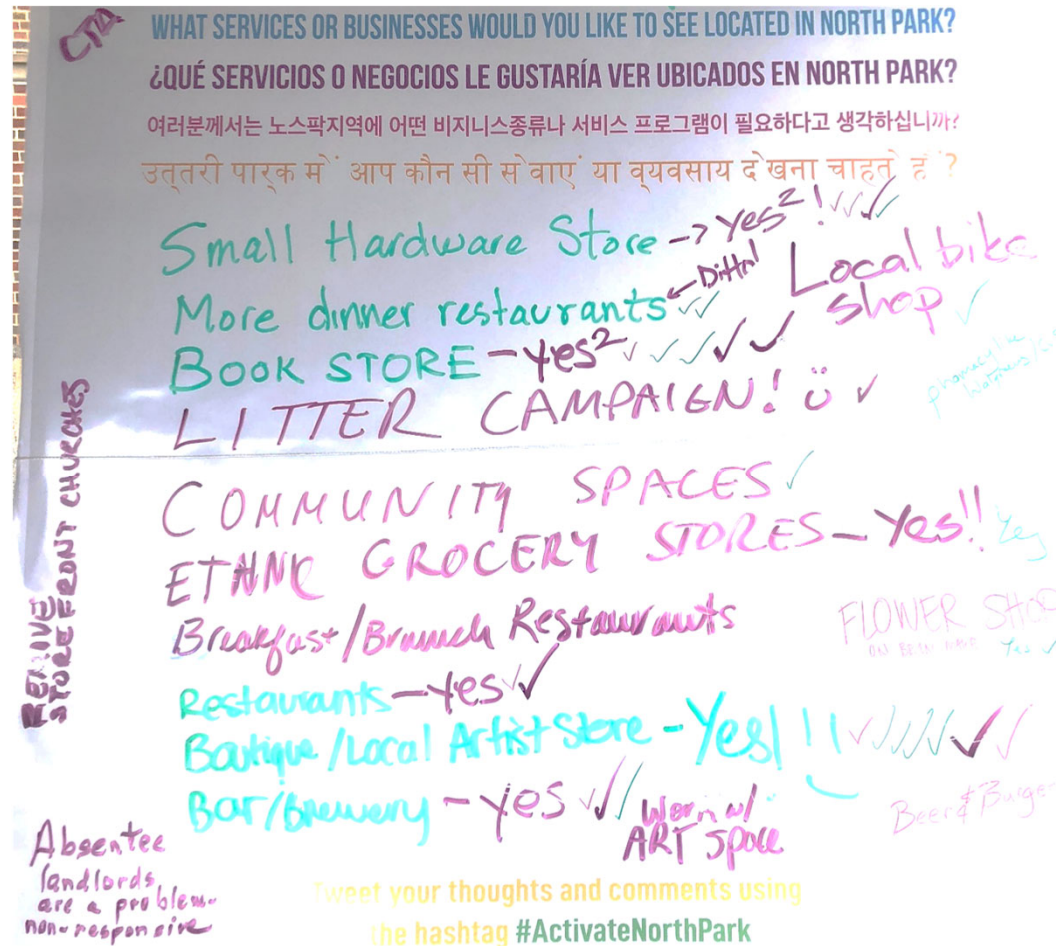
Key Theme: Filling Vacant Storefronts

- All ages expressed concern about vacant storefronts
- Desire for wider range of restaurants
- Not enough to do for high school students
- Employees go to Lincoln Square or Andersonville for restaurants and entertainment after work
- With more local options, more people would likely stay in North Park for shopping and dining



Key Theme: Keep it Local + Unique

- Important to attract independent businesses that reflect diversity of North Park
- Survey respondents prefer local stores, restaurants, and services
- Public spaces should enhance the sense of character and the diversity of the North Park Community



Key Theme: Three Distinct Corridors

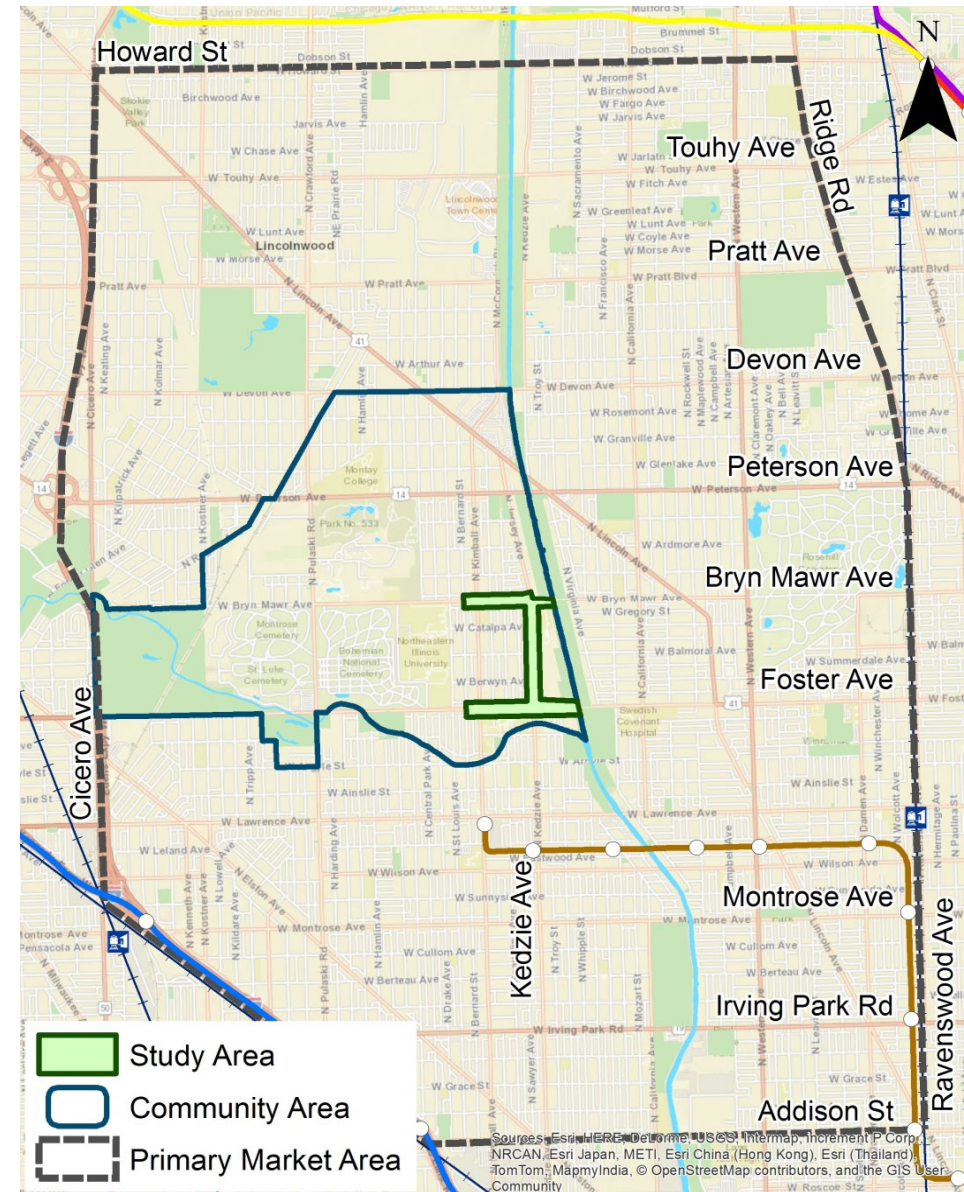
- **Foster Avenue:** More “people places”; want to see redevelopment of NW corner of Kedzie + Foster
- **Bryn Mawr Avenue:** Fill vacancies; foster a “creative corridor” (co-working spaces, workshops, art studios, storefront theaters); redevelop or reactivate vacant buildings on 3400 block
- **Kedzie Avenue:** Improve pedestrian + bike environment for students and CTA employees; add destinations



MARKET STUDY SUMMARY

Study Area Context Map

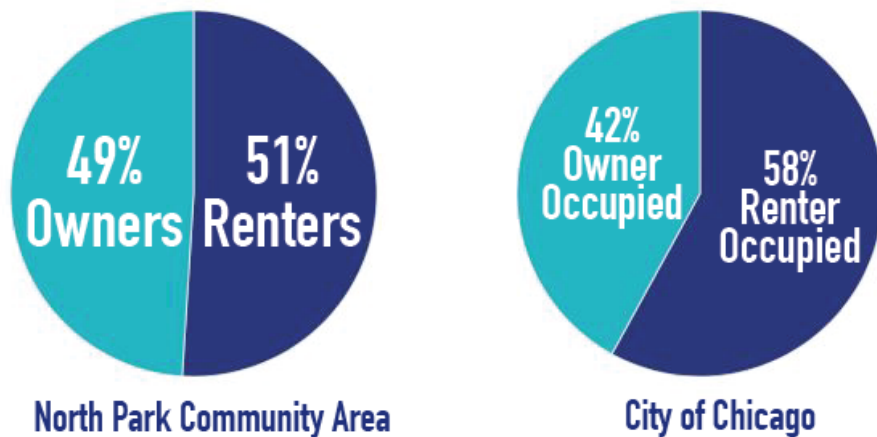
- **Study Area** = Bryn Mawr and Foster between Bernard and the River; Kedzie between Bryn Mawr and Foster
- **North Park Community Area** = 2-square mile area that is one of 77 designated Community Areas in the City



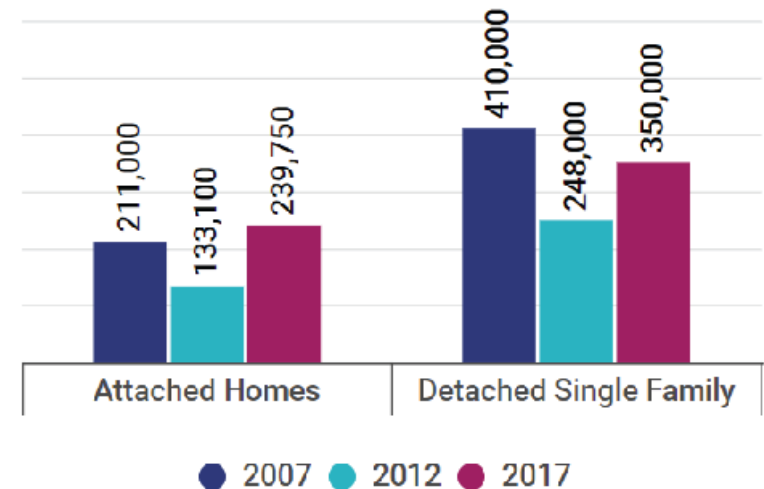
MARKET STUDY

Demographics + Diversity

Housing Tenure (2018)



Median Residential Sale Prices



Source: Esri Business Analyst

MARKET STUDY

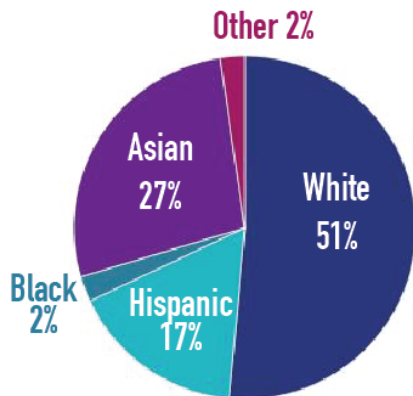
Demographics + Diversity

NORTH PARK COMMUNITY AREA

Demographics	2000	2018
Population	18,514	17,843
Total Households	6,515	6,584
Total Housing Units	6,775	7,183

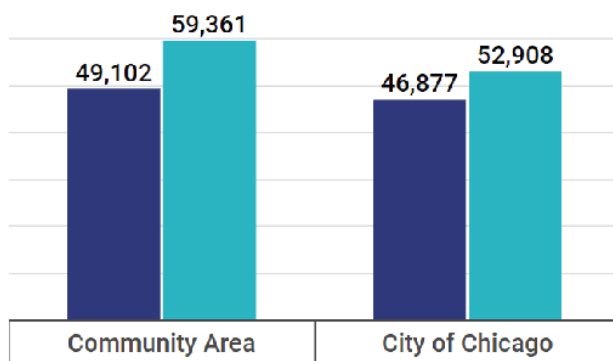
Source: Esri Business Analyst

Race (2018)



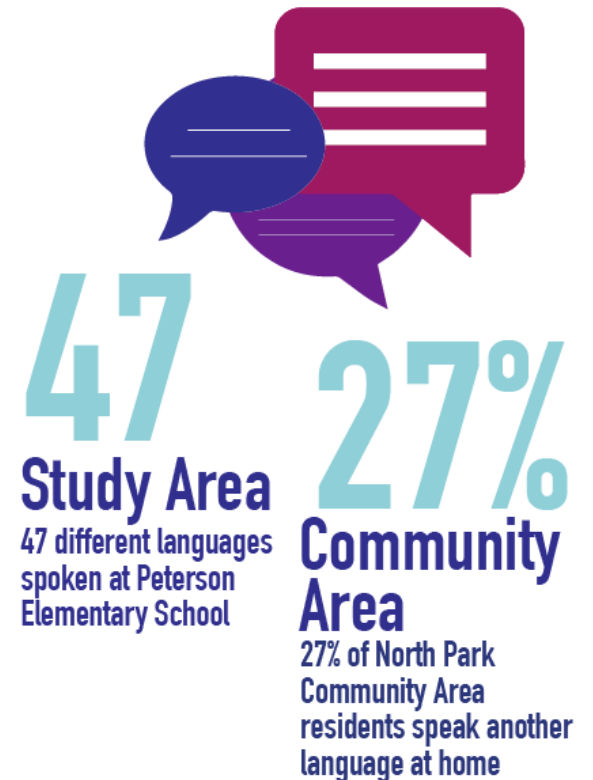
Source: CMAP Community Snapshot, 2016

Median Household Income (2010 vs. 2018)



● 2010 ● 2018

Source: Esri Business Analyst



Source: Esri Business Analyst

MARKET STUDY

Demographics + Diversity

Findings + Recommendations

- Almost ½ of occupied housing units are owner occupied
- Wide range of household incomes
- Population declined slightly, but number of households is stable → this means smaller household sizes
- Rebounding home sales prices
- Efforts to support existing variety of businesses should focus on connecting owners to resources such as SBIF, Small Business Center, and Class 7a/7b incentives
- New businesses should build upon cultural diversity of North Park

MARKET STUDY

Engage Institutions + Employers



Swedish Covenant Hospital



Peterson Elementary School



Von Steuben High School



CTA Bus Barn



North Park University



Northside College Prep



Northeastern Illinois University

14,600
STUDENTS
+
1,800 FACULTY
and STAFF

MARKET STUDY

Engage Institutions + Employers

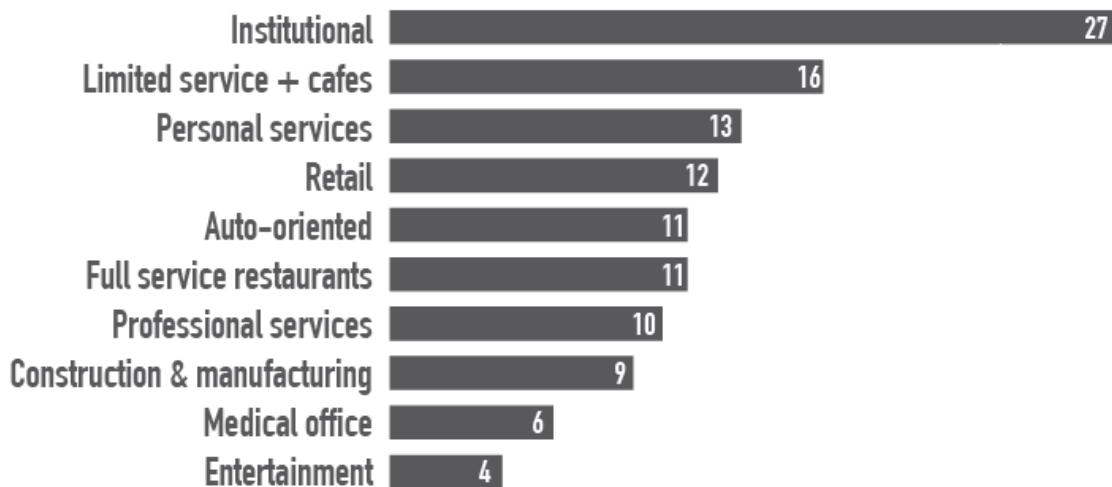
Findings + Recommendations

- Build on existing relationships with area institutions to identify opportunities to fill vacant and underutilized property in the commercial corridors
- Form strategic relationships between institutions and small businesses (i.e. expand local purchasing programs, expand marketing to employees and students)
- In appropriate areas along Foster and Bryn Mawr, consider mixed-use development with ground floor commercial space and residential above that might be attractive to area employees

MARKET STUDY

Support Local Businesses

ACTIVE BUSINESS TYPES



174
Storefronts

Active Ground Floor Uses

Of 27 dining establishments, 23 are local, representing foods from all over the globe

119
Active Uses

Source: Goodman Williams

MARKET STUDY

Support Local Businesses

Vacant Storefronts



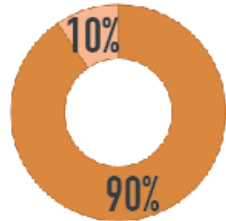
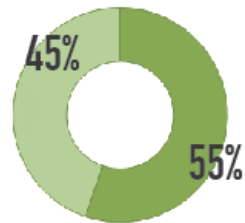
Local vs. National Businesses



Top Commercial Uses

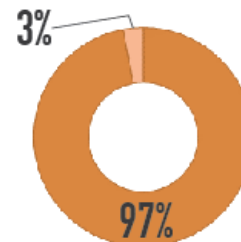
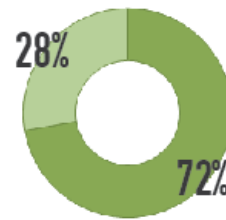


BRYN MAWR



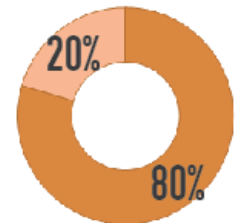
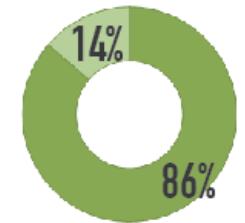
Personal Services: 9
 Full Service Restaurant: 9
 Institutional: 8

KEDZIE



Auto-Oriented: 9
 Construction & Mfg: 8
 Institutional: 6

FOSTER



Institutional: 13
 Limited Service & Cafe: 10
 Retail: 6

Source: Goodman Williams

MARKET STUDY

Support Local Businesses

Findings + Recommendations

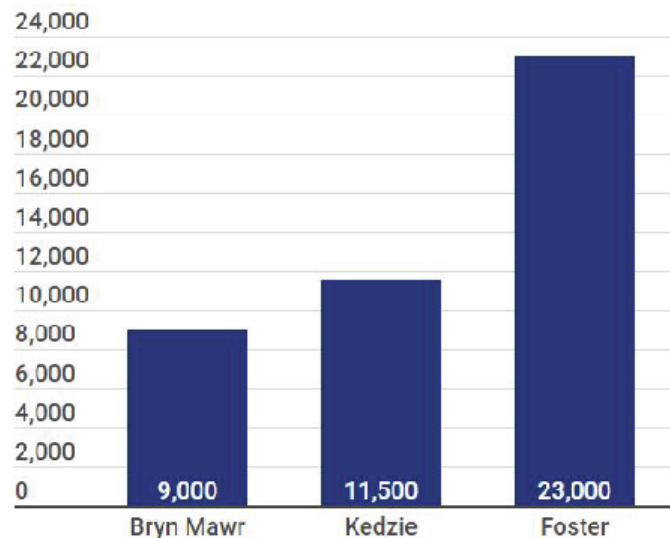
- High daytime population driven by anchor institutions; dining establishments are important component of commercial mix
 - 10 limited service restaurants, 11 full service
 - Only 3 are national chains (Starbucks, Jimmy Johns, and McDonalds)
- Consider development of a business organization that can help organize landlords and business owners to market North Park specifically

MARKET STUDY

Attract New Business

TRAFFIC COUNTS

VEHICLES/DAY



GAP ANALYSIS

North Park Community Area Retail Gap

\$67 million

Examples of Gaps, based on Community Area households:

- 1) General Merchandise = \$32 million
- 2) Food & Beverage = \$7 million
- 3) Miscellaneous Services = \$3 million

MARKET STUDY

Attract New Business

CORRIDOR CHARACTERISTICS

BRYN MAWR

- Locally-owned businesses
- Lower rents and smaller storefronts
- Character buildings, mostly B zoning
- Creative arts related uses

KEDZIE

- Mix of uses (auto-oriented, manufacturing, and institutional)
- Larger building footprints and commercial zoning on east side of street
- CTA Bus Barn requires compatible uses

FOSTER

- Highest traffic counts
- More national businesses
- Lower vacancies
- NPU campus along south side of street,
- Mostly B zoning with mix of commercial and residential east of Kedzie

MARKET STUDY

Attract New Business


Findings + Recommendations


- **Bryn Mawr:** Smaller specialty retail or personal services establishments, work with NEIU and other landlords to seek new tenant opportunities (entertainment, cultural, maker/entrepreneurial)
- **Foster:** Encourage more retail, restaurants, and services to serve students, faculty and residents; work with NPU to encourage redevelopment of NWC of Foster/Kedzie
- **Kedzie:** Encourage service businesses (such as fitness, salons and health care) and/or institutional uses along Kedzie given proximity to existing critical services (such as the CTA Facility)

MARKET STUDY

Attract New Business

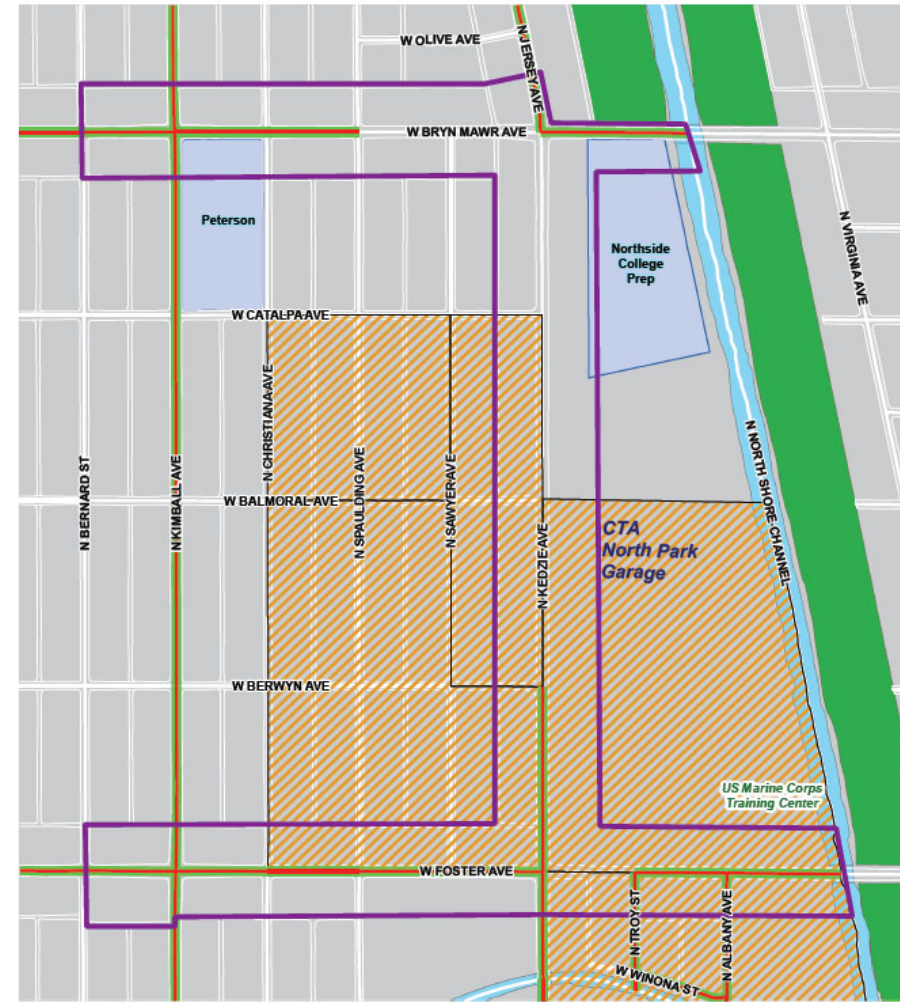
Liquor Restrictions

 Liquor Moratorium on Packaged Goods and Taverns: Districts are put in place by wards and can be lifted with legislation.







 Vote Dry Precinct: No alcohol can be sold within these areas. This can only be lifted by referendum during an election cycle.

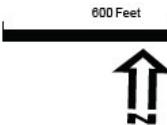
- Prohibition within 100 ft of a church or school (state legislation passed providing exemption power to local liquor commissioners.)

- Findings + Recommendations
 - The Market Study recommends considering relaxing dry district restrictions to increase revenue for existing restaurants and the attractiveness of the area for potential restaurant tenants



Study Area Liquor Restrictions

-  North Park Study Area
-  Liquor Moratorium on Taverns (August 2012)
-  Liquor Moratorium on Packaged Goods (August 2012)
-  Vote Dry Precinct
-  Schools
-  Parks



DESIGN GUIDELINES

Design guidelines are not requirements, but they can be used by DPD, the Aldermen, and community organizations to guide development and enhance the character of each corridor.

COMMERCIAL CORRIDORS

ARCHITECTURAL CHARACTER



Use signage and awnings that respect and highlight the building's original features



Respect the rhythm of solids and voids and retain facade details when possible



Maintain original size and shape of building entrances and windows

GROUND FLOOR + SIGNAGE



Building base and the scale of signs and awnings should provide interest to pedestrians and fit the context of the block



Ground floor windows should have a minimum transparency of 60%



Signage should be clearly visible to pedestrians and provide visual interest (i.e. blade signs)

COMMERCIAL CORRIDORS

BUILDING SETBACKS + PUBLIC SPACES



Buildings should be located at a consistent build-to line close to the front lot line; consider additional space for landscaping or outdoor amenities, if compliant with zoning



Identify opportunities to include public spaces and plazas as part of redevelopment projects



Set back taller stories of buildings to allow for sunlight and a comfortable experience for pedestrians and neighboring properties

NEW CONSTRUCTION



Building facades should blend contemporary design with use of contextual features, materials and colors



Create a distinction between the base, middle, and tops of buildings



Proportions of design features should be consistent with surrounding buildings

COMMERCIAL CORRIDORS

BUILDING ORIENTATION



Facades and building entrances should face the primary street



Buildings facades and entrances should be clearly defined and articulated



Corner buildings should have entrances located on the primary corridor or corner with facades that wrap around the side street

PARKING + CURB CUTS



Parking should be located to the rear or along the side of buildings rather than in front



Screen side parking lots using attractive landscaping and fencing, per landscape code requirements



Limit and consolidate curb cuts and driveways from primary streets

CORRIDOR CHARACTERISTICS

BRYN MAWR AVENUE

Existing Street Environment

- Distinctive variety of architecture
- Character and orange-rated buildings
- Pedestrian-scaled
- Low-traffic volume
- Some blank walls
- Some active ground floor storefronts, but high vacancies
- Some segments of wide sidewalks

Applying the Guidelines

- Respect integrity and unique nature of existing architecture
- Parking should be located to the rear of buildings
- Limit curb cuts
- Seek opportunities for outdoor seating and other street activation



Retain and rehab unique character buildings



Contemporary and compatible new construction

CORRIDOR CHARACTERISTICS

FOSTER AVENUE

Existing Street Environment

- West of Kedzie:
 - South side of street is NPU campus and buildings
 - North side of street has more active ground floor treatment
 - One- to four- story buildings
- East of Kedzie:
 - More auto-oriented
 - Several curb cuts
 - Few active ground floor uses

Applying the Guidelines

- New uses/redevelopment should be consistent with existing surrounding street character and uses
- Seek opportunities for outdoor seating and other street activation



Foster, east of Kedzie



Foster, west of Kedzie

CORRIDOR CHARACTERISTICS

KEDZIE AVENUE

Existing Street Environment

- East side of street has Northside Prep campus, CTA North Park Garage + auto-focused uses
- West side of street has a variety of uses including institutional (religious and educational), critical service facilities, commercial + limited residential
- Curb cuts + parking lots
- Non-transparent windows
- Blank walls
- Narrow sidewalks

Applying the Guidelines

- Encourage service businesses (such as fitness, salons and health care) and/or institutional uses
- Concentrate new active uses near intersections



Kedzie, east side of street



Kedzie, west side of street

Next Steps

- Public Comments due by **February 19th**
 - Fill out and submit your **Comment Card** tonight OR
 - View draft materials on the project website and **email comments** to DPD@cityofchicago.org
- Final Report Available in Spring 2019

www.tinyURL.com/NorthParkStudy