



# CHAPTER 3 | PROGRESS

SUPPORT LOCAL BUSINESS +  
GUIDE NEW DEVELOPMENT





## CHAPTER 3 PROGRESS

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**Objective 1:**  
Preserve character

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**Objective 2:**  
Support local businesses

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**Objective 3:**  
Help to fill vacancies

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**Objective 4:**  
Encourage a range of residential

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**Objective 5:**  
Promote quality development that  
reflects community vision and  
corridor character





## SUPPORT LOCAL BUSINESSES + GUIDE NEW DEVELOPMENT

Lincoln Square is recognized throughout the Chicagoland area as a unique neighborhood, filled with locally owned shops, vibrant community events, and walkable shopping and dining areas. While The Square is widely recognized as a destination for shopping, dining and gathering, the surrounding corridors also offer a range of community destinations. As these corridors continue to evolve, the characteristics of new development should further enhance walkability, local character, diversity and connection to the cultural richness of Lincoln Square.







## Objective 1: Preserve Character

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Throughout the planning process, it was clear residents wanted to protect the unique character and identity of The Square: the portion of Lincoln Avenue between Lawrence and Leland Avenues that has the feel of a special “room”. This area is home to many local businesses, pedestrian friendly streets, and the iconic Giddings Plaza. In addition to The Square, other corridors within the SSA’s boundaries offer a mix of characters and uses. These corridors include Rockwell Crossing, Lincoln Avenue south of Lawrence, and portions of Western and Lawrence Avenues. This plan seeks to preserve the existing positive characteristics of these corridors and strengthen their connections to one another.

### PROJECT CHECKLIST

- 1.1 Support events programming
- 1.2 Market local businesses with institutions
- 1.3 Improve access and wayfinding

**“Our Events Rock! : The community events in Lincoln Square are so wonderful! Fun for all ages and they really bring residents together. Anything we can do to further community cohesion while supporting our local businesses is a win in my book.”**

*-Comment posted to project website.*



### PROJECT 1.1

#### Support Events Programming

The SSA’s service provider, the LSRCC, currently manages approximately 14 events per year. Special events such as the Summer Concert Series, Square Roots Festival and Apple Fest attract visitors from the community, Chicagoland and beyond. These events should be supported by any infrastructural and placemaking projects taking place along the Lincoln corridor. Amenities like power, lighting, and special signage should all be considered.

#### Actions

- Continue working with local businesses to coordinate festivals and events in public areas
- Continue to create attractive and engaging promotional materials for special events
- Partner with businesses in Rockwell Crossing to expand events and fests

### PROJECT 1.2

#### Market Local Businesses With Institutions

Lincoln Square’s institutional partners provide cultural richness and diversity to the community. Institutions such as the Old Town School of Folk Music, DANK Haus German American Cultural Center, and Cambodian Association of Illinois provide venues and services that draw visitors into the neighborhood and out into local businesses. Lincoln Square’s largest institutions depend in turn upon the neighborhood’s smallest businesses. This positive relationship should be made stronger by initiatives moving forward.

#### Actions

- Continue to promote local businesses on the Lincoln Square Ravenswood Chamber of Commerce website and social media
- Encourage greater partnerships between anchor institutions and local businesses



Image Credit: Lincoln Square Ravenswood Chamber of Commerce



## PROJECT 1.3

### Improve Access and Wayfinding

Businesses in the SSA must be both visible and accessible in order to thrive. Beyond physical improvements like wayfinding signage, the SSA should work with the LSRCC to give local businesses a greater digital presence.

#### Actions

- ❑ Develop wayfinding signage to direct visitors to municipal destinations and cultural institutions
- ❑ Erect business directory kiosks that advertise local businesses to pedestrians
- ❑ Establish a blade signage program, through which businesses can design, fabricate and install blade signs in tandem with one another
- ❑ Assist local businesses with social media and website development







## Objective 2: Support Local Businesses

Much as local residents love local businesses, national chains and online retailers pose constant challenges to small shops' bottom lines. As Lincoln Square has grown, franchises and national brands have moved to the area to take advantage of increased activity and rising incomes. National stores and businesses can coexist with local businesses, however, particularly along Western Avenue and portions of Lawrence Avenue where they can lease larger storefronts and traffic counts are highest.

Steps can be taken to protect the mom-and-pops of Lincoln Square and invite more small businesses into the area. The dedicated efforts of the LSRCC, SSA, anchor institutions and residential groups are necessary to provide these small businesses with regular foot traffic. Further partnership with Aldermanic offices and commercial property owners can create hospitable zoning and building enhancements catered to small businesses.

### PROJECT CHECKLIST

- 2.1 Encourage developers to lease to local businesses
- 2.2 Coordinate City/County incentives for small businesses
- 2.3 Continue and expand local events to market local businesses
- 2.4 Create a Pop up program



**PROJECT 2.1****Encourage Developers to Lease to Local Businesses**

Rising rents and expenses make it increasingly difficult for local businesses to stay profitable. Developers and property owners in Lincoln Square should be encouraged to reserve appropriate spaces for local businesses to help maintain the shopping environment that is so special.

**Actions**

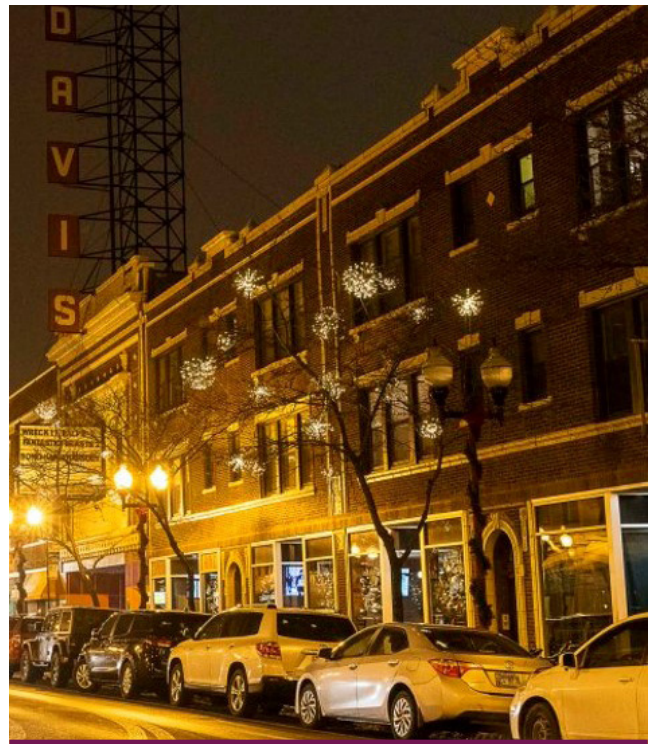
- Provide financial support for facade and building improvements through Small Business Improvement Fund (SBIF) and the SSA's facade rebate program
- Continue to develop marketing campaigns that promote local businesses in Lincoln Square
- Coordinate with developers and property owners to create accommodating commercial spaces for small and local businesses
- Host events and programs wherein local businesses can network, plan joint marketing efforts, collaborate on common issues (such as loading zones) and make connections that can benefit business practices

**PROJECT 2.2****Coordinate City/County Incentives for Small Businesses**

Many programs can be leveraged to assist small businesses in Lincoln Square. However, because businesses often lack the time or expertise to navigate these programs, the Chamber, SSA and Alderman must be well equipped to assist them.

**Actions**

- Continue to provide outreach and assistance to local businesses
- Coordinate with the Aldermanic offices to provide streamlined services to local businesses
- Assist businesses that need help understanding and accessing beneficial programs
- Communicate opportunities and deadlines to local businesses via the LSRC website and social media





## PROJECT 2.3

### Continue and Expand Local Events to Market Local Businesses

Community fests and events are a tremendous draw for Lincoln Square, attracting tens of thousands of visitors throughout the year. These events are opportunities to market local businesses and encourage visitors to return to the neighborhood.

#### Actions

- ❑ Conduct pre and post event outreach to understand how businesses are impacted and how to effectively market them
- ❑ Expand local events to other interested SSA areas, such as Rockwell Crossing
- ❑ Create marketing campaigns that cross promote local businesses, encouraging visitors to extend their stays
- ❑ Work with businesses to develop promotions that encourage visitors to shop after festivals



Image credit: Jordan Ziolkowski



## PROJECT 2.4

### Create a Pop Up Program

Pop up programs are effective means of promoting local businesses and encouraging entrepreneurship. Home based and other small businesses can apply for pop up licenses and take up temporary residencies in Lincoln Square's empty storefronts. This can be particularly effective during the winter holiday season when sales are at their highest. Funding assistance, joint marketing campaigns, and collaborative efforts between property owners can provide the pop up shops the support they need to afford overhead costs and open for business.

#### Actions

- Develop a business plan for interested pilot pop up businesses in Lincoln Square, and help them activate a vacant storefront**
- Determine necessary costs for storefront improvements, staffing, marketing, insurance and related costs**
- Secure vacant space to launch the program, securing at least a three-month commitment from a property owner**
- Launch a pilot project for the pop up program**
- If successful, determine the business model**







## Objective 3: Help to Fill Vacancies

At the time of this Master Plan assignment, the SSA had 1.2 million square feet of commercial space, of which 4.3% was listed as vacant, according to CoStar, a supplier of commercial real estate information. The larger market area, bounded by Bryn Mawr Avenue and Peterson Avenue at the north, Irving Park Avenue at the south, Ravenswood Avenue at the east and the Chicago River at the west, had more than 3.2 million square feet of commercial space (including a new 70,000 square foot Mariano's on the former Sears parking lot on Lawrence Avenue) with a vacancy rate of only 2.6%. Average net rents in the SSA were \$20.37, or approximately \$23.93 in the market area. Because even these limited vacancies can stifle business growth in Lincoln Square, the SSA must work with its partners to ensure rent are affordable and vacant spaces are made ready for new tenants.

### PROJECT CHECKLIST

- 3.1 Marketing materials
- 3.2 Renovate and redevelop older spaces
- 3.3 Encourage ground floor commercial at key development sites
- 3.4 Support non-retail uses as appropriate



**PROJECT 3.1****Marketing Materials**

Marketing materials should identify available vacant spaces, organized by corridor, and highlight the positive elements of each corridor, such as transit access, cultural institutions, neighborhood demographics, surrounding businesses and other community destinations.

**Actions**

- Expand upon the existing vacancy database to identify available square footage and available amenities
- Create and regularly update marketing materials that describe each corridor and available vacancies
- Distribute marketing materials throughout the SSA and to other targeted groups
- Coordinate events and marketing efforts tailored to attract businesses that fit each corridor's specific needs

**PROJECT 3.2****Renovate and Redevelop Older Spaces**

Community feedback strongly reflects the public's desire to protect and maintain older buildings, which contribute to the physical character and sense of place unique to Lincoln Square. Renovating older buildings, rather than demolishing them and building new, typically helps to keep costs down for future tenants and their neighbors.

**Actions**

- Host renovation workshops in which property owners, businesses and local contractors can discuss opportunities for redevelopment
- Continue to market the SSA facade rebate program
- Consider expanding the facade rebate program to include interior renovations and storefront displays





### PROJECT 3.3

#### Encourage Ground Floor Commercial at Key Development Sites

For the most part, Lincoln Square is blessed with seamless, active commercial corridors that encourage strolling. In other areas, however, lone businesses await neighbors to join them. Nomadic Ant on Western Avenue and Groundswell Coffee Roasters on north Lincoln Avenue, for example, are outposts that would be well bolstered by the presence of other, nearby businesses. When new developments are considered, commercial spaces should be proposed at the ground floor, particularly in areas where existing businesses need support, as well as highly visible intersections and areas with wide sidewalks suitable for cafe seating. Where appropriate, ground floor commercial should include 'black iron' infrastructure to accommodate future food and beverage uses.

#### Actions

- ❑ Distribute design guidelines to Aldermanic offices
- ❑ Host meetings with prospective developers to discuss community preferences and design guidelines pertinent to their proposed sites
- ❑ Introduce prospective developers to local businesses who wish to rent commercial space

### PROJECT 3.4

#### Support Non-Retail Uses as Appropriate

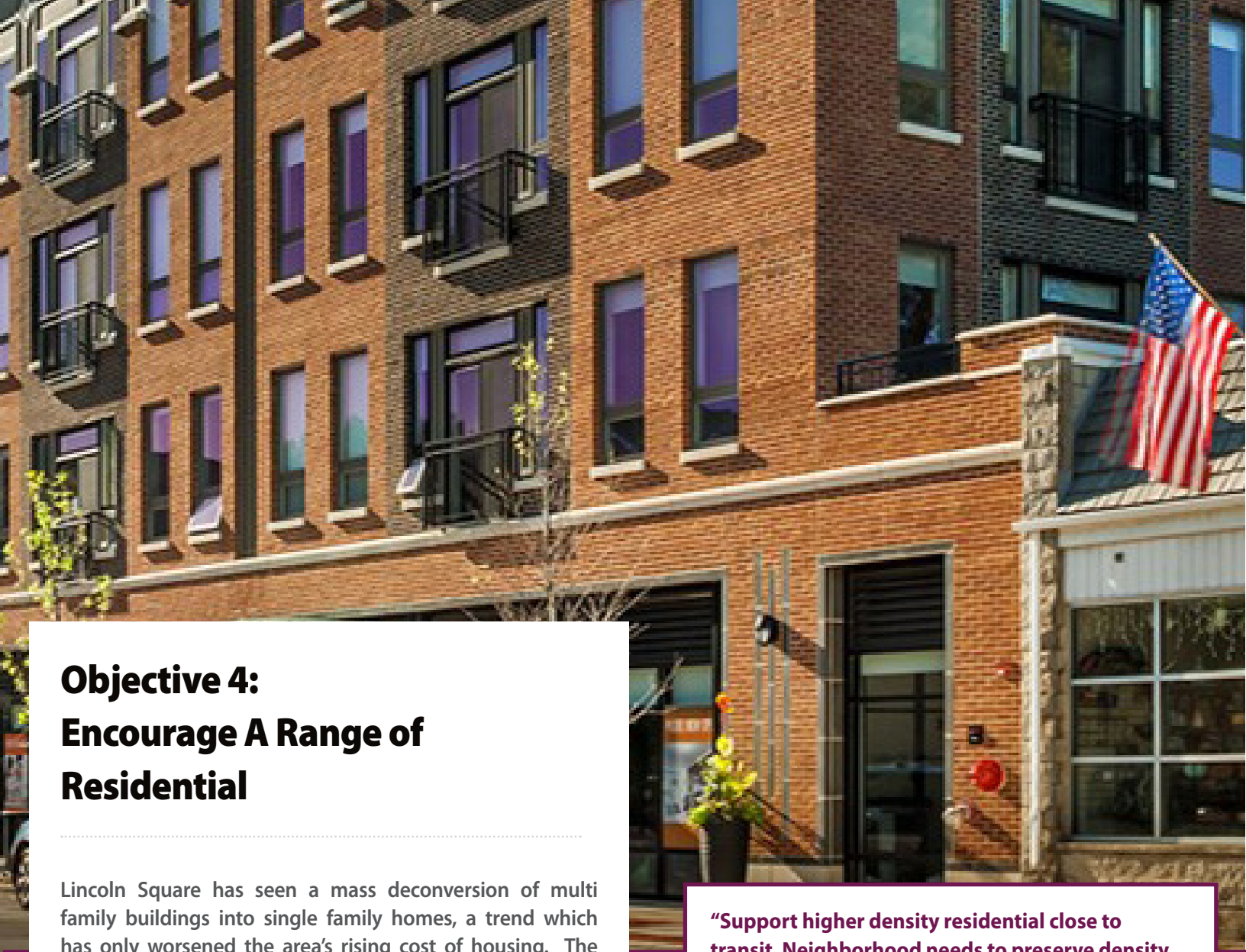
A walkable and attractive corridor environment should not be limited to retail or restaurant uses only. When designed properly, ground floor spaces can support other non retail uses, such as personal and professional services, fitness uses, offices, and gallery spaces. Appropriate design considerations such as storefront transparency, signage, lighting and other amenities can minimize vacancies and add new character and activity to corridors in need.

#### Actions

- ❑ Market first floor spaces as opportunities for services and office uses
- ❑ Introduce property owners and developers to organizations who wish to rent commercial space
- ❑ Host meetings with property owners and local businesses to review design guidelines pertaining to first floor storefronts







## Objective 4: Encourage A Range of Residential

Lincoln Square has seen a mass deconversion of multi family buildings into single family homes, a trend which has only worsened the area's rising cost of housing. The neighborhood's convenient transit, walkable shops and dining, cultural institutions, great schools and beautiful parks, have substantially increased property values. The median home value is \$420,000 in the SSA, a price too expensive for many younger homeowners, artists, seniors and others. The community has embraced TOD to attract additional housing and density while sacrificing space for parking. TOD, among other strategies, should be used to provide a range of affordable housing types and densities.

**"Support higher density residential close to transit. Neighborhood needs to preserve density to support shops and diversity of age and income. Neighborhood is actually losing density (per the census) Retail can only survive if there are enough people to shop in the shops. The more people who live close to shops the more people who can walk and bike to get their daily needs. The more people who live close to transit, the less they need cars to get to work. All of these lead to decreased dependency on automobiles and a lower cost of living. That being said - density does not by default equal affordability, that is more complex. But less density does lead to less affordability for sure. Ideally, there should be a robust mix of housing sizes and densities."**

*-Comment posted to the project website.*

### PROJECT CHECKLIST

- 4.1 Increase housing type and variety
- 4.2 Encourage transit oriented development that includes residential density



**PROJECT 4.1**  
**Increase Housing Type and Variety**

A variety of factors have led many longtime residents to feel priced out of Lincoln Square. For local seniors aging out of their homes, few affordable options exist within the neighborhood. As a result, seniors are especially vulnerable to rising housing costs. New housing should provide space for seniors, as well as other groups that require unique and affordable housing types.

**Actions**

- Work with developers and Aldermen to include affordable units in new market-rate, mixed-use developments, and encourage senior housing where appropriate
- Identify older buildings that could be renovated to include affordable rental units
- Identify incentives such as Historic Tax Credits and Housing Tax Credits to help subsidize the costs of renovating older buildings

**PROJECT 4.2**  
**Encourage Transit Oriented Development that Includes Residential Density**

Lincoln Square benefits from two CTA transit stations at Western Avenue and Rockwell Crossing. These and the Lincoln Avenue Pedestrian Street could all be used as centers for TOD. Clustering housing near transit nodes puts more people in the middle of the neighborhood’s most active areas, providing nearby businesses with as many potential customers as possible.

**Actions**

- Promote a diverse range of housing options that include TOD
- Provide information to new residents to connect them with community resources





## Objective 5: Promote Quality Development That Reflects Community Vision and Corridor Character.

Western Avenue is different than Lincoln Avenue, Rockwell Crossing is different than The Square and Lawrence Avenue east of western is different than its counterpart west of Western. While the SSA should make every effort to tie Lincoln Square together, it should also lean into the things that make each individual corridor special.

A primary goal of this Master Plan was the creation of design guidelines, which could be used to inform future development on a street-by-street basis. The purpose of these guidelines is not to standardize the appearance of buildings, or to limit creativity, but rather to reflect the community's goals, values and aesthetic preferences as they related to their built environment. These guidelines can assist the preservation of older buildings, as well as the redevelopment and construction of newer ones. Furthermore, these guidelines must be followed in addition to local ordinances and applicable building codes. They are intended to supplement guidelines already imposed by the City of Chicago and other governing bodies.

The guidelines that follow have been drafted to assist the development community, neighborhood organizations, Aldermanic offices and public agencies review specific proposals and create long term strategies for improving the commercial corridors of Lincoln Square.



**“Development on Lincoln north of Lawrence/ Western: .... We were also really surprised by the lack of development on that stretch of Lincoln but also excited about becoming civically engaged with our neighbors to work on that issue. It’s so close to public transportation and that thriving area on Lawrence--I see no reason why we can’t work together to improve sustainable development on that stretch of Lincoln. I am excited to hear/learn from others who have lived in the neighborhood longer and understand these issues more deeply. Preserving residential density seems important. I intend on being very engaged around this and excited to meet others who feel the same!”**

*-Comment posted to the project website.*

### A SUMMARY OF COMMUNITY VISION

During initial community outreach, the following themes emerged regarding Lincoln Square’s physical environment:

□ Lincoln Square is a **historic, “Chicago” neighborhood**. These roots must be reinforced in the face of new development. The community indicated a preference for adaptive retrofits and contextual masonry buildings over modern steel and glass structures.

□ Lincoln Square is a community of **friendly gathering spaces**. Landscaped patios and sidewalk plazas nod to the neighborhood’s European feel. Pedestrian scaled features, such as building signage, awnings, lighting, entry details and landscaping also contribute to a hospitable environment.

□ Lincoln Square has stories to tell. **Public art and murals** express the neighborhood’s identity and support the local arts community.



**Quick Poll #3** delved into building design and character further, yielding the following themes from the community:

- Lincoln Square is a historic, Chicago neighborhood; these roots must be reinforced and preserved in the face of new development
- Modern buildings with extensive glass were generally poorly rated. Participants noted these buildings can be attractive but are not the right fit for Lincoln Square
- Masonry buildings that blend in scale with their surrounding structures are preferred
- Adaptive retrofits, renovations, and historic preservation of architecturally significant buildings was generally encouraged
- Signage and awnings need to be cohesive, interesting and attractive
- Streetscape should integrate nature including a balance of greenery
- Sidewalk patios and pedestrian plazas are encouraged, but should not hinder pedestrian mobility
- Building height to setback ratios should be reflect neighborhood context and support pedestrian comfort
- Ground level details, such as awnings, lighting, entryways, plazas and greenery are important
- Public art and murals should be considered at key locations and blank facades



Based on the comments received during outreach, building development design guidelines are organized into two sections:

1. Overall best practices
2. Corridor specific design guidelines

## OVERALL BEST PRACTICES

### BUILDING ORIENTATION AND SITE LAYOUT

- Buildings should be oriented to the street and sidewalk
- Off street parking should be located behind buildings, accessed from alleyways or abutting side streets. Curb cuts are discouraged along main corridors.
- Building massing should relate to the surrounding context and incorporate insets or bays wherever possible
- Perimeter buffering should be provided between new developments and adjacent residential neighborhoods (i.e. fencing, landscaping)
- Building materials should err toward traditional masonry with storefront transparency
- Building facades should include articulated cornice lines, fabric awnings, blade signage and building mounted gooseneck lighting as appropriate
- Retail and restaurants are encouraged in ground floor storefronts, especially at intersection areas
- Commercial office storefronts should incorporate semi-transparent window treatments, such as interior fabric curtains
- LED signage, flashing lighting and internally lit awnings should be discouraged

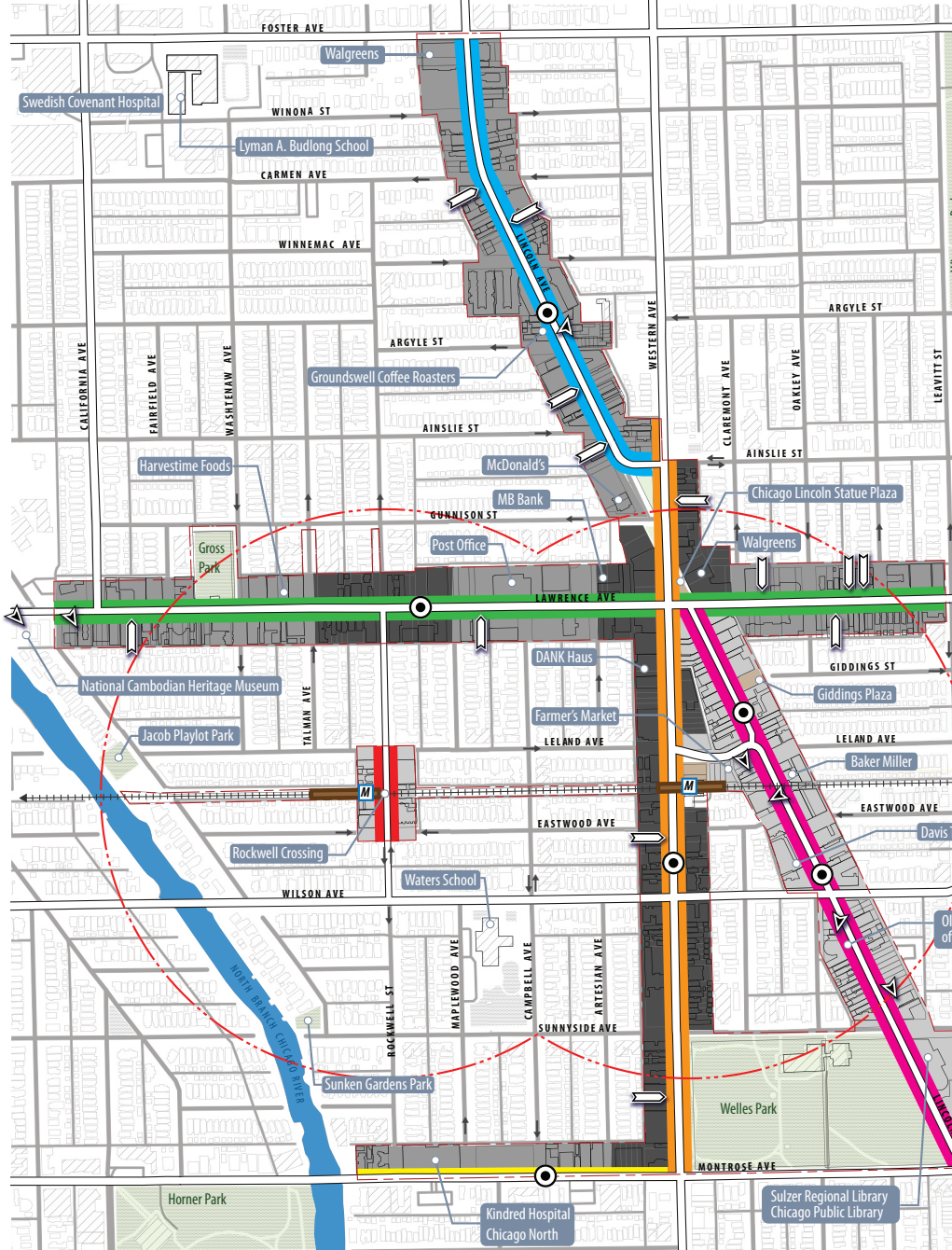
## STREETSCAPE AND SIDEWALK ORGANIZATION

- Sidewalks should provide safe, clear and open access. A 6'-0" minimum width sidewalk is preferred
- Encroachments onto the public way should accommodate a 6'-0" wide passable sidewalk. When adjacent to street utilities, such as light poles and signs, the passable sidewalk width should not be less than 4'-0", per the Americans with Disability Act
- Landscape plantings should maximize views. Trees should be limbed up to 6'-0". Shrubs and perennials should not exceed 3'-0" at maturity.

## AMENITIES AND SIDEWALK ACTIVATION

- Active building uses, such as amenities spaces, entrances and plaza spaces, should be visible and accessible from the sidewalk wherever possible
- Blank walls along the first-floor frontages should be discouraged
- Outdoor seating and dining areas should be installed wherever possible, especially at intersection areas
- Bike racks should be incorporated as appropriate
- Public art and murals should be incorporated as appropriate

# Private Development Design Guidelines Framework Map



## CORRIDOR DESIGN GUIDELINES + DEVELOPMENT

DENSITY

(Light Gray)	PRESERVE EXISTING LOW DENSITY CHARACTER
(Medium Gray)	MEDIUM DENSITY
(Dark Gray)	HIGHER DENSITY

CORRIDOR GUIDELINES KEY

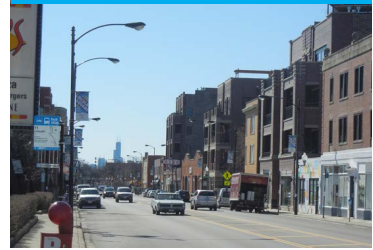
(Blue)	LINCOLN AVE- NORTH
(Pink)	LINCOLN AVE- CENTRAL + SOUTH
(Green)	LAWRENCE AVE
(Red)	ROCKWELL CROSSING
(Orange)	WESTERN AVE
(Yellow)	MONTROSE AVE

⊙ CONCEPTUAL STREET SECTION LOCATION

MAP LEGEND:

(Arrow)	EXISTING MURAL
(Arrow)	NEW & RECENT CONSTRUCTION
(Red Dashed Line)	SSA #21
(Green Area)	Parks and Green Space
(Brown Area)	Plaza
(M Logo)	Brown Line Station

Lincoln Ave- North



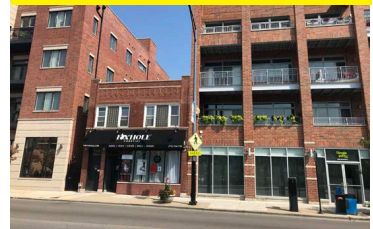
Rockwell Crossing



Lincoln Ave- South



Montrose Ave



Lawrence Ave



Western Ave





# CORRIDOR SPECIFIC DESIGN GUIDELINES

## THE SQUARE AND SOUTH LINCOLN AVENUE

*A WALKABLE, EUROPEAN-STYLE STREET WHERE NEIGHBORS SHOP, DINE, GATHER AND ATTEND SPECIAL EVENTS*

Lincoln Avenue is probably the most pedestrian friendly, walkable corridor in the SSA. The relatively low scale of its 1-3 story masonry buildings, traditional storefronts, relatively wide landscaped sidewalks and narrow roadways forms an attractive outdoor “room”. Here neighbors assemble for summer concerts in Giddings Plaza, as well as farmers markets and the community’s largest street festivals. Local shops, restaurants and sidewalk cafes activate and enliven the street. More cafes and outdoor seating areas would be welcome in this area, provided they do not interfere with safe sidewalk passage.

## What we heard

The Square and South Lincoln Avenue are treasured spaces in the community. Developers should employ an “if it ain’t broke, don’t fix it” strategy in this area, mirroring existing building scale and mass, and building with pedestrians in mind.

When asked: ‘What do you like most about Lincoln Square?’

**79% of respondents reported ‘walkable environment’**

**71% of respondents reported ‘Quality of local shops, restaurants, and businesses’**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Characteristics of the existing street should be protected and maintained, including building scale and orientation to the sidewalk

Existing building facades should be maintained, including storefront windows, expressed cornice lines, building signage, landscaping and seating

Ground floor commercial uses should be encouraged to further activate to the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

### □ STREETScape + SIDEWALK ORGANIZATION

Outdoor seating and dining are positive elements that should be encouraged

Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

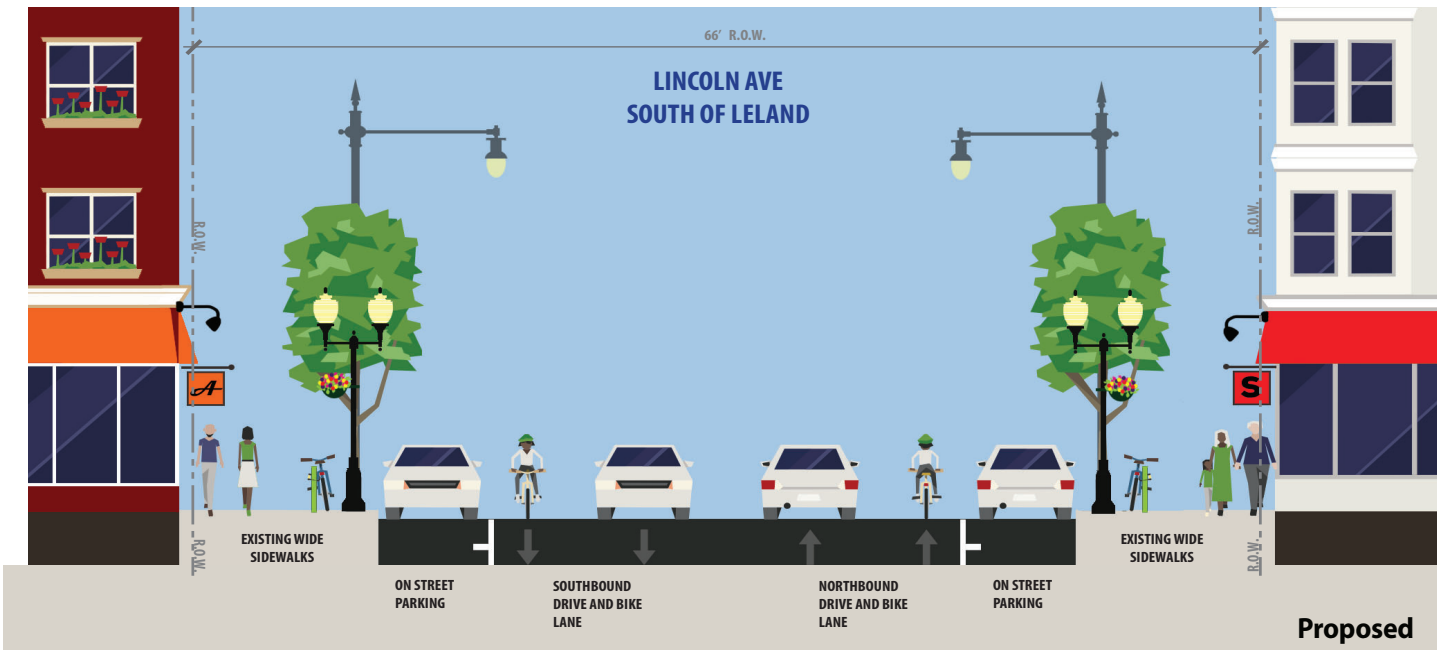
Views should remain clear and open. Plants along sidewalks should not exceed 3’-0” height

### □ AMENITIES + SIDEWALK ACTIVATION

Spaces for outdoor activities should complement adjacent buildings. Features such as interactive art, seating and games are encouraged to activate the sidewalk areas.



Existing



Proposed





## NORTH LINCOLN AVENUE

### A REDEVELOPING, MIXED USE CORRIDOR SURROUNDED BY HIGH QUALITY NEIGHBORHOODS

In contrast with Lincoln Avenue to the south, north Lincoln Avenue includes relatively narrow sidewalks which lack spaces for gathering, landscaping, or streetscape amenities. Building forms are varied, including 1-5 story mixed use buildings with a variety of orientations, located against the sidewalk or behind parking areas.

## What we heard

**61% of respondents hoped for commercial development and rejuvenation north of Lawrence Avenue. While this area is ripe for redevelopment, builders should respect the community's preferences and consider these design guidelines**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Softened building enhancements should be considered to offset the narrow street and sidewalk, including 5'-0" wide setbacks beginning above the second floor. These setbacks could house amenities and balcony spaces for residential units above.

Existing building facades should be maintained, including storefront windows, expressed cornice lines, building signage, landscaping and seating

Blade signage should be deployed to enliven the streetscape where sidewalk level enhancements are not possible

Ground floor commercial uses should be encouraged, primarily at intersections, to activate to the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

### □ STREETScape + SIDEWALK ORGANIZATION

Corner plaza spaces should be created near intersections to complement commercial spaces and bring new activity to the street

Outdoor seating and dining are positive elements that should be encouraged

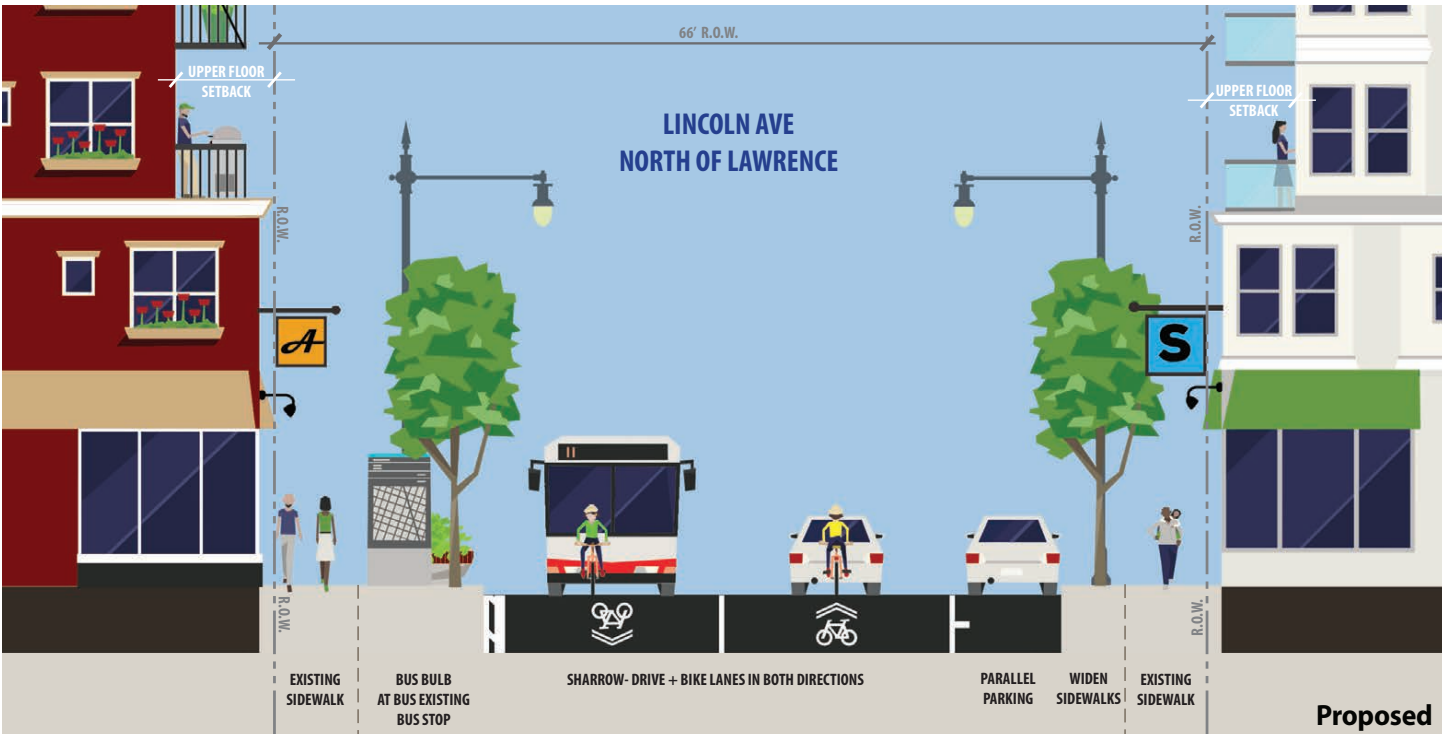
Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

Views should remain clear and open. Plants along sidewalks should not exceed 3'-0" in height.

### □ AMENITIES + SIDEWALK ACTIVATION

Roll up windows, which open indoor spaces up to the outside street, should be encouraged wherever possible

Parklets should be encouraged where adjacent land uses can support them with activity and maintenance





## LAWRENCE AVENUE

### A DEVELOPING MIXED USE CORRIDOR WITH OPPORTUNITIES FOR GREATER PEDESTRIAN AND BIKE MOBILITY

Lawrence Avenue is undergoing significant changes. A recent streetscape renovation east of Western Avenue includes bike lanes, rain gardens, site furnishings and defined on-street parking. Public investment has correlated strongly with new development in this area. However, the mix of 1-5 story buildings along this corridor and a variety of building forms and setbacks, including parking areas along the sidewalk, create an inconsistent edge and undefined street wall. As the streetscape proceeds to the Chicago River, developments should support it with consistent building orientations and treatments that add character to the street.

## What we heard

**20% of respondents called for higher density, particularly near transit.**

**Numerous comments specifically addressed the need for more affordable housing.**

**Respondents called on developers to anticipate greater pedestrian activity on the parts of Lawrence Avenue receiving streetscape upgrades, and to construct their buildings accordingly.**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Curb cuts should be kept to a minimum, and parking should be moved to the rears of buildings where necessary

5'-0" wide lot line setbacks should be encouraged to maximize sidewalk and outdoor seating spaces

5'-0" wide setbacks should be encouraged for all floors above the second floor to reduce the "canyonization" effect

Ground floor commercial uses should be encouraged to activate to the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

New construction should be dense and include a variety of housing types

### □ STREETScape + SIDEWALK ORGANIZATION

Outdoor seating and dining are positive elements that should be encouraged

Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

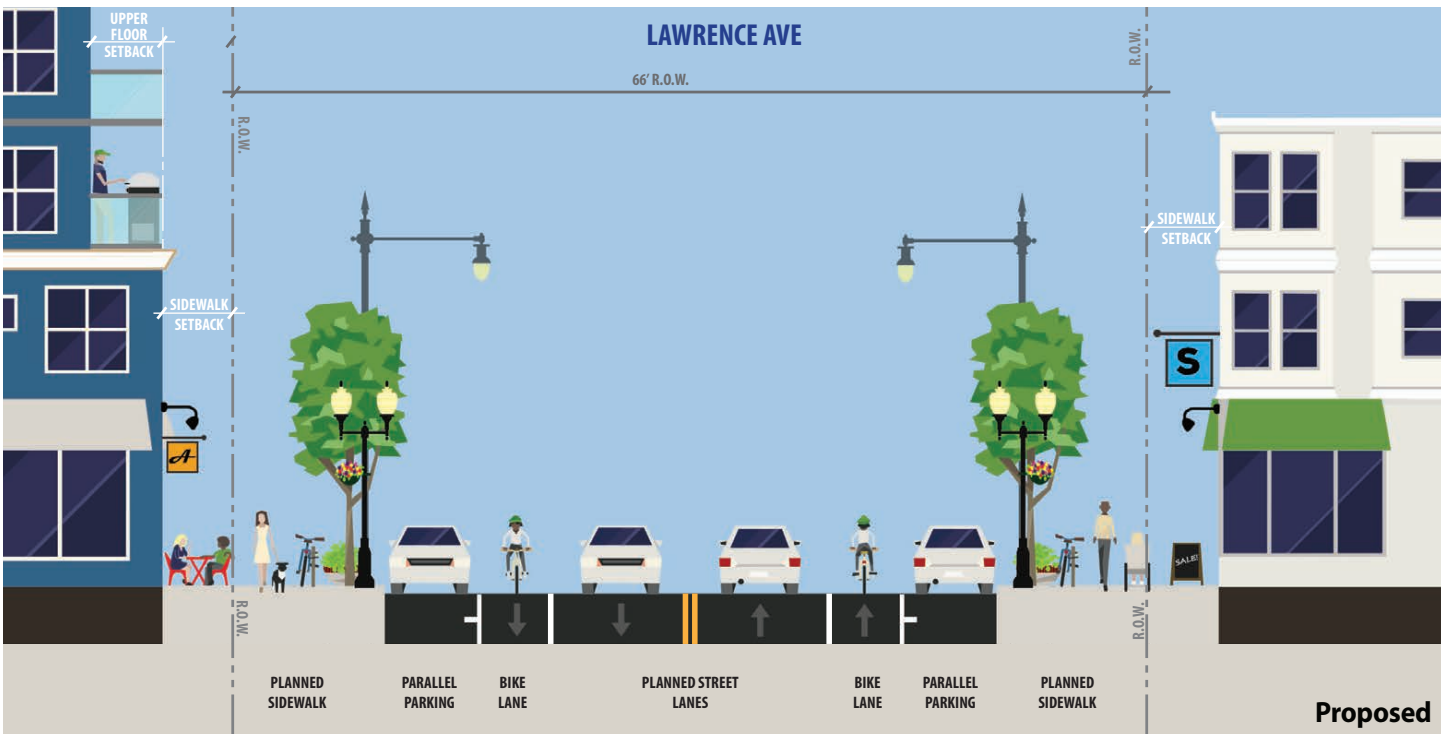
Views should remain clear and open. Plants along sidewalks should not exceed 3'-0" in height.

### □ AMENITIES + SIDEWALK ACTIVATION

Spaces for outdoor activities should complement adjacent buildings. Features such as interactive art, seating and games are encouraged to activate the sidewalk areas.



Existing



Proposed





## WESTERN AVENUE

*AN AUTO ORIENTED CORRIDOR WITH ACCESS TO CTA, COMMUNITY INSTITUTIONS AND HIGH QUALITY NEIGHBORHOODS*

Western Avenue includes a diverse mix of residences, shops and dining. However, high levels of auto traffic and a generally bland streetscape create an environment that repels pedestrians. The existing environment includes a mixture of primarily 2-4 story buildings oriented against the sidewalk or behind parking areas. Given this mixture, buildings in this area share an inconsistent edge and undefined street wall. Although sidewalks are relatively wide, they lack landscaped parkways and streetscape amenities. Future developments on Western Avenue should be more consistently aligned with the sidewalk and invite greater pedestrian activity.

## What we heard

**70% of respondents wished to mitigate the barrier feel of Western Avenue.**

**20% of respondents called for higher density, particularly near transit. Numerous comments specifically addressed the need for more affordable housing.**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Curb cuts should be kept to a minimum, and parking should be moved to the rears of buildings where necessary

0'-0" lot line setbacks should be encouraged to reinforce the street wall along Western Avenue

Modulation of upper floors should be encouraged to minimize monotonous exterior walls

Ground floor commercial uses should be encouraged to activate the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

New construction should be dense and include a variety of housing types

### □ STREETScape + SIDEWALK ORGANIZATION

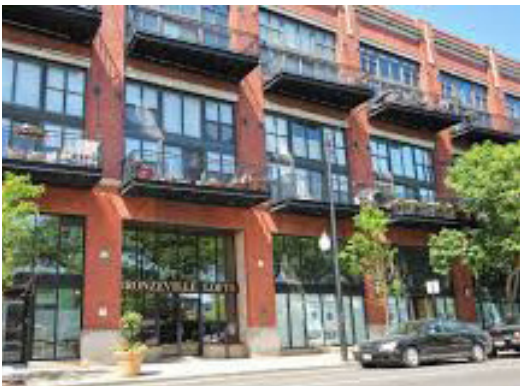
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Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

Views should remain clear and open. Plants along sidewalks should not exceed 3'-0" in height.

### □ AMENITIES + SIDEWALK ACTIVATION

Spaces for outdoor activities should complement adjacent buildings. Features such as interactive art, seating and games are encouraged to activate the sidewalk areas.





## MONTROSE AVE

*AN AUTO ORIENTED CORRIDOR WITH ACCESS TO CTA, COMMUNITY INSTITUTIONS AND HIGH QUALITY NEIGHBORHOODS*

A small section of Montrose Avenue, west of Western Avenue, sits within the SSA boundary. This area includes 2-4 story buildings with a variety of forms and uses. Buildings are inconsistent in their placement; some are located against the sidewalk and some are located behind or adjacent to surface parking lots. The sidewalk varies in width, and surface treatments are also inconsistent. Because of these factors, outdoor gathering spaces are limited.

## What we heard

**Respondents expressed a need to improve the walkability and character of this area, including better connections between Montrose Avenue and other destinations.**

**Wayfinding signage and streetscape improvements were requested by numerous respondents.**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Minimize curb cuts and encourage parking at the rears of buildings

5'-0" lot line setbacks should be encouraged to maximize sidewalk and outdoor seating spaces

5'-0" setbacks should be encouraged for all floors above the second floor to reduce the "canyonization" effect

Ground floor commercial uses should be encouraged to activate the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

### □ STREETScape + SIDEWALK ORGANIZATION

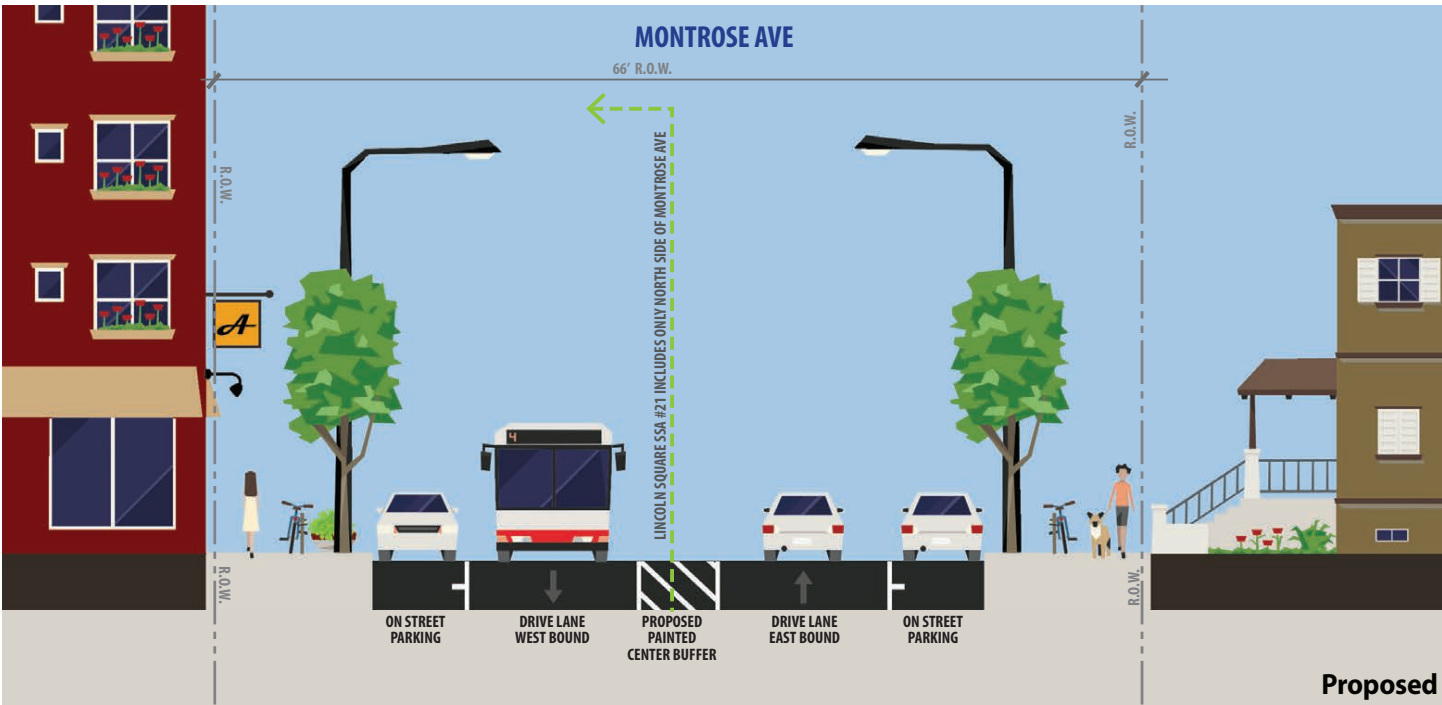
Outdoor seating and dining are positive elements that should be encouraged

Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

Views should remain clear and open. Plants along sidewalks should not exceed 3'-0" in height.

### □ AMENITIES + SIDEWALK ACTIVATION

Spaces for outdoor activities should complement adjacent buildings. Features such as interactive art, seating and games are encouraged to activate the sidewalk areas.





## ROCKWELL CROSSING

### A WALKABLE COMMERCIAL ENCLAVE WITH ACCESS TO THE CTA

Rockwell Street between Eastwood and Leland Avenues, or “Rockwell Crossing,” is a quaint neighborhood commercial district centered upon the CTA Brown Line. It is highly walkable and densely packed with small businesses. The relatively low (1-2 story) buildings are lined by narrow, yet well utilized sidewalks. As Rockwell Crossing is a transit hub with potential for future development, design guidelines should be used to protect the district’s walkability and community feel.

## What we heard

**20% of respondents called for higher density, particularly near transit. Multiple comments noted a desire for affordable housing.**

**Many comments reflected the need to maintain the quaint character of Rockwell Crossing, maintaining on street parking and support for incorporating wayfinding signs.**

**Respondents wished that Rockwell Crossing would host festivals and other events for the nearby community.**

## PRIVATE DEVELOPMENT GUIDELINES

### □ BUILDING ORIENTATION + SITE LAYOUT

Characteristics of the existing street should be protected and maintained, including building scale and orientation to the sidewalk

Existing building facades should be maintained, including storefront windows, expressed cornice lines, building signage, landscaping and seating

Ground floor commercial uses should be encouraged to activate to the street

New facades should be largely transparent, including appropriately placed building signage, seating, landscaping and lighting

### □ STREETScape + SIDEWALK ORGANIZATION

Outdoor seating and dining are positive elements that should be encouraged

Movable streetscape elements, such as planter pots, railings and seating, should be organized to maintain a clear and open sidewalk

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Parklet



Shared Street





