

Development Guide for Central

# UPTOWN





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# Introduction

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Welcome to the neighborhood! A model of urban unity nestled along Lake Michigan about six miles north of downtown Chicago, Uptown is ever welcoming and ever evolving, a vibrant, living tapestry—as rich in history as it is in culture—and an epicenter of action and progress.

Established in 1900, Uptown has a colorful history as a hotspot for arts and entertainment. The neighborhood’s iconic Prohibition-era venues and ornate architecture are as beloved today as they were in the early decades of the 20th century. Home to the iconic Green Mill Lounge, Aragon Ballroom, and numerous designated landmark buildings, it is more recently the site of Chicago’s first “shared street” project in the West Argyle Historic District, opened in 2016.

Uptown has long been home to social activists and advocates, immigrants and refugees, artists and entrepreneurs of every stripe, all of whom have helped shape the area as it is today—a microcosm of Chicago itself, a neighborhood of big shoulders and rich contrast. Drawn to its ample green space, accessible housing options, culinary offerings and nightlife, a new generation of residents and visitors are discovering what long-time fixtures have always known—that Uptown is a community where all belong.

As the neighborhood continues to grow, Uptown leaders and residents are united in a shared vision for the future: re-investing in the community, embracing new opportunities for thoughtful development, harnessing the passion and creativity of its people to address challenges as they arise, and celebrating the stories of all who live, work and play in Uptown.

We’re thrilled that you’ve joined us. Our organizations—Uptown United and Uptown Chamber of Commerce—are here to help. Whether you’re looking to get the word out about your business, get engaged with local leaders, or need technical assistance to get up and running, we’re your one-stop shop. Not sure where to start? Give us a call or visit [exploreuptown.org](http://exploreuptown.org).

Sincerely,

**Sarah Wilson, Executive Director**  
*Uptown United & Uptown Chamber of Commerce*

# About Us

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## Uptown United

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Uptown United is Uptown’s non-profit community economic development organization serving the entire Uptown community, from Irving Park on the south to Foster on the north, the lake on the east, and Ravenswood on the west.

To work most effectively, we are structured as an organization with two partner groups: Uptown Chamber of Commerce, a separate 501(c)(6) corporation with its own governance; and Development Partners—developers and property owners addressing local development issues by initiating planning projects and guiding private development.

Uptown United also serves as the sole service provider for Uptown Special Service Area (SSA) #34, a special taxing body that focuses on commercial corridor improvements and marketing efforts throughout the district.

## Uptown Chamber of Commerce

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Partner agency of Uptown United, and Uptown’s premier business association since 1923, the Uptown Chamber of Commerce is committed to leading efforts to build a strong, unified business environment; facilitate economic development; and strengthen community—all to nurture a diverse, vibrant, thriving, and strong Uptown. We do this through marketing, advocacy, technical assistance, special events, and business trainings.

The Uptown Chamber of Commerce works to keep your business—and the Uptown business community—a top choice for residents, visitors, consumers, and investors. Learn more at: [exploreuptown.org/join](http://exploreuptown.org/join)



# Uptown at a Glance

Often dubbed one of Chicago's most diverse neighborhoods, Uptown includes natives of dozens of countries and people of various backgrounds. Over 90 languages are spoken here. It's also a young neighborhood, with nearly half of Uptown's residents being millennials from all walks of life—and the neighborhood's younger, highly-educated, population continues to grow. Plus, residents enjoy the community's rich transit offerings as nearly half of residents commute by public transportation.

Uptown also boasts a strong daytime population, with many thousands of local students at Truman College, staff at local businesses, and a robust nonprofit sector that employs several thousand people. Its many entertainment venues, such as the Aragon Ballroom, the Riviera, Baton Show Lounge, Black Ensemble Theater, and others pack in some 240,000 attendees each year—locals and tourists alike eager to dine, shop, and explore Uptown!

Uptown is well connected to the city thanks to four L stations, several local and express bus routes, and quick access downtown via Lake Shore Drive. The area also boasts high numbers of pedestrians, surpassing counts even in neighboring Edgewater and Andersonville by more than 25 percent. The rebuilt Wilson Station serves both Red and Purple Line trains, making Uptown even more accessible to downtown, Evanston, and beyond.

Uptown enjoys access to the popular lakefront bike trail that sees thousands of daily users in warm weather, plus numerous other lakefront amenities such as a golf course, dog beach, bird sanctuary, and harbor.

Uptown's sizable population, high urban density, and ease of access to the Loop and beyond allows for high levels of commercial activity across the neighborhood. Uptown's central location also makes it easy to access for neighboring communities with numerous attractions drawing visitors to shop and dine here.

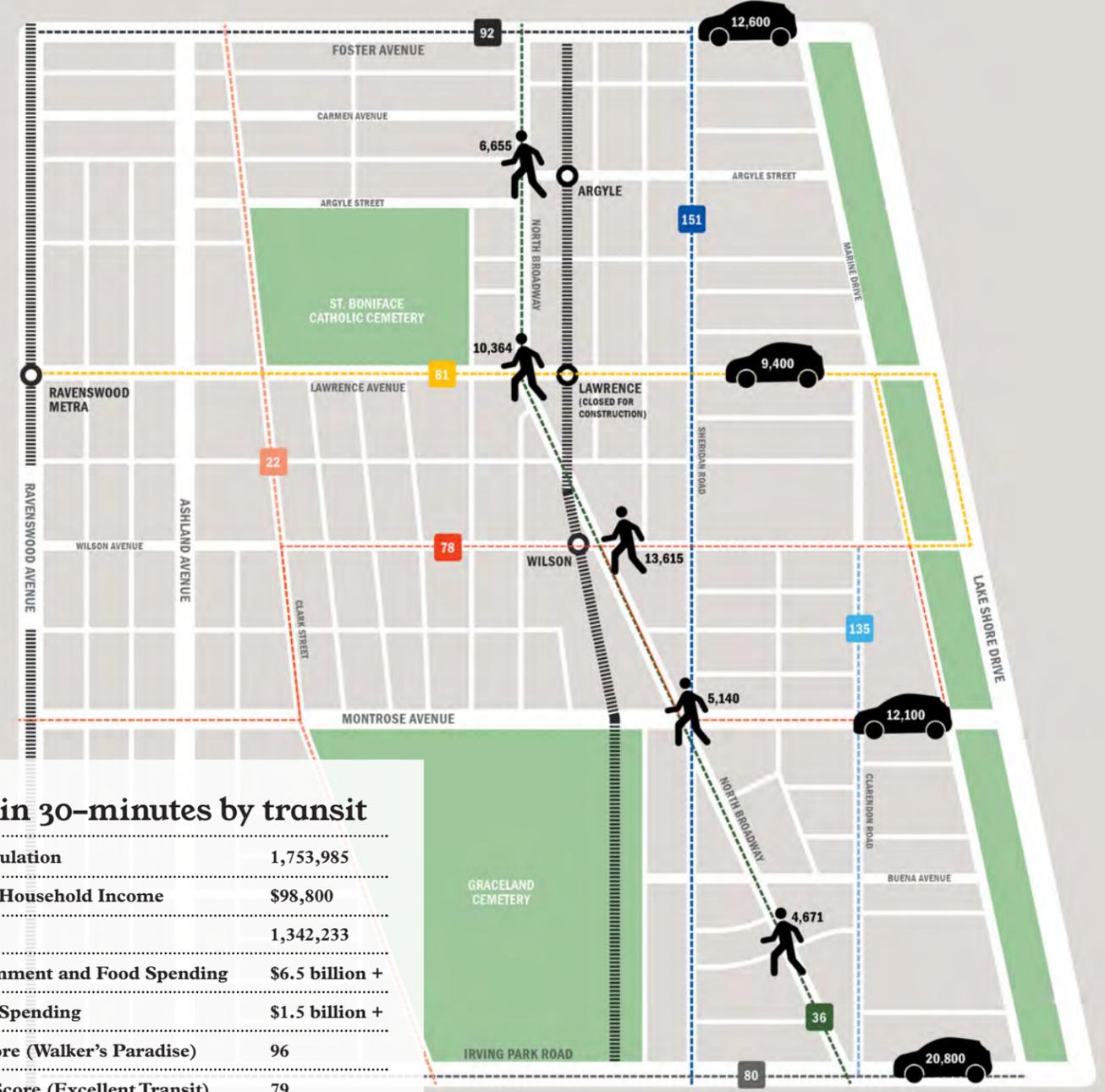
Large event venues such as the Aragon Ballroom and the Riviera Theater draw sizable crowds to the community throughout the year, making it a destination day and night. Commercial activity is clustered along Broadway, Sheridan, and Wilson Avenues as well as Argyle and Clark Streets, with smaller pockets scattered throughout the neighborhood.

Uptown's diversity is reflected in its vibrant food scene, with restaurants offering cuisine from dozens of countries, plus several large grocers selling hard-to-find products from around the globe. This amounts to a combined \$1.2 billion of annual spending within the neighborhood.

# Pedestrians, Traffic, & Transit

Uptown's high density and multiple transit amenities make it exceptionally accessible by L, bus, bike, and foot. Nearly two thirds of a million people live within 30 minutes by transit, a population that spent over \$4.5 billion on food and entertainment alone in 2019.

Uptown's other amenities include several bike lanes and numerous Divvy stations, making the community easy to explore by bicycle. Plus, over 30,000 people use the neighborhood's four L stations each day, keeping the areas around them busy with activity—at all hours of day and night.



## Uptown Income & Employment

Median Income	\$55,109
Per Capita Income	\$41,596
In Labor Force	71.8%
Employed	95.9%

Source: Chicago Metropolitan Agency for Planning

## Uptown Demographics

2020 Population	57,182
Young Adults (20-34)	34%
Total Households	32,215
Transit Riders (no vehicle)	41.6%
College Educated	75%
% Rental Housing	68.4%
Median Age	36.5

Source: Chicago Metropolitan Agency for Planning

## Within 30-minutes by transit

2019 Population	1,753,985
Average Household Income	\$98,800
Jobs	1,342,233
Entertainment and Food Spending	\$6.5 billion +
Apparel Spending	\$1.5 billion +
Walk Score (Walker's Paradise)	96
Transit Score (Excellent Transit)	79

Source: Business Districts Inc.

# Public & Private Investment

Public investment is rebuilding Uptown's transit and streets, enhancing its vibrancy. A \$203 million renovation of the Wilson CTA Station was completed in 2017. The recently-completed \$5 million Argyle streetscape project is also Chicago's first "shared street," and a \$6 million Lawrence-Broadway streetscape project added a public plaza and outdoor stage to Broadway in 2018. An additional \$1.1 billion investment will be made to the CTA's Red

Line, including completely rebuilt and accessible Lawrence and Argyle CTA stations. Private investment continues to make Uptown a great place to do business. 2,300 new residential units are proposed or under construction in the neighborhood, along with 150,000+ new square feet of retail space. These public and private investments ensure continued vibrancy and growth in the neighborhood for years to come.



## Wilson Station Rehab

The \$203 million Wilson Station Reconstruction Project is the largest CTA station project in the agency's history. The project was completed in 2017.



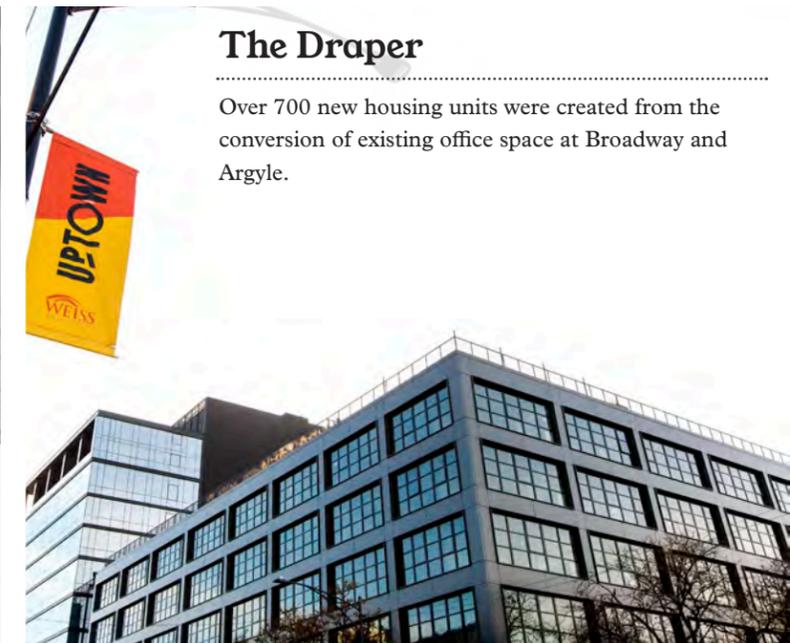
## 811 Uptown

This project has added 373 apartments at Montrose and Clarendon, with retail on the ground floor, including a room for a grocery store.



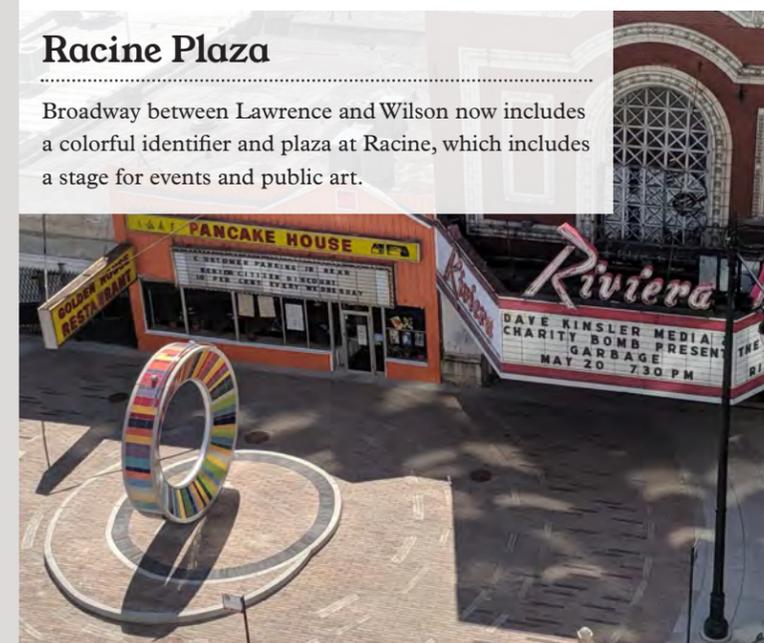
## Argyle Shared Street

Argyle between Sheridan and Broadway has been rebuilt as the city's first "shared street" with an innovative permeable and curb-less design.



## The Draper

Over 700 new housing units were created from the conversion of existing office space at Broadway and Argyle.



## Racine Plaza

Broadway between Lawrence and Wilson now includes a colorful identifier and plaza at Racine, which includes a stage for events and public art.



## Upshore Chapter

This 12-story, mixed-use, transit-oriented development features 149 rental apartments, ground-floor retail space, and 29 parking spaces.

# History: “The Loop’s Little Brother”

Among Chicago’s neighborhoods, few have as rich a history as Uptown. Famous for hosting luminaries of the Jazz Age including Charlie Chaplin, Al Capone, Frank Sinatra, and others, Uptown is Chicago’s original entertainment district.

Annexed to Chicago in 1889, it soon became a densely packed hub of people and commerce. The name came from the Up-Town Advertiser, a newspaper funded by local merchants. At the time, Broadway between Wilson and Lawrence was the busiest retail, commercial, and entertainment area outside of the Loop and dubbed “the Loop’s Little Brother.” Post-World War II, Uptown’s popularity as an entertainment and retail destination waned, but its affordable housing stock was ideal for recent migrants. Appalachian and

Native Americans settled here during the 1950s, followed by Chinese in 1970s, and South East Asians in the 1980s, with many other immigrants along the way. Numerous activist and grassroots groups were founded to improve living conditions and economic opportunity for Uptown’s residents. Groups like the South-East Asia Center, the Chinese Mutual Aid Association, Heartland Alliance, Refugee ONE, and many others still serve the community. Today, Uptown is a vibrant and multicultural neighborhood of 57,000 that remains a destination for food, culture, and entertainment. Its rich history, lakefront location, and numerous attractions and amenities help ensure Uptown remains an ideal place to live, work, and explore!

## A Brief Timeline of Uptown

- 1860 - Graceland Cemetery opens outside city limits
- 1889 - Lakeview Township is annexed to Chicago
- 1916 - Charlie Chaplin comes to Essanay film studios
- 1923 - Central Uptown Chicago Association founded, now Uptown Chamber of Commerce
- 1925 - The Uptown Theatre opens
- 1933 - Lake Shore Drive extended to Foster Avenue
- 1950s - Appalachians and Native Americans settle in Uptown
- 1960s - The Hip-Sing Association founds a “New Chinatown” on Argyle
- 1977 - Hutchinson Terrace designated a Chicago landmark district
- 1980s - Southeast Asian refugees and immigrants settle in the Argyle area
- 1981 - First “Taste of Argyle” street festival; Uptown Theatre closes
- 1995 - Uptown Community Development Corporation founded, now Uptown United
- 2005 - “Roots of Argyle” mural painted at Argyle and Winthrop
- 2007 - Dover Street designated a Chicago landmark district
- 2010 - Wilson Yard mixed-use development opens, anchored by Target
- 2013 - First “Argyle Night Market” festival
- 2016 - Argyle Shared Street project completed; Uptown Square designated a Chicago landmark district
- 2017 - CTA completes rehabilitation of Wilson Station
- 2020 - CTA Lawrence to Bryn Mawr Modernization project begins

# Landmarks & Historic Districts

There are several incentives for the renovation and restoration of historic buildings in Uptown. Building owners can apply for permit fee waivers, a Class-L property tax freeze, and other benefits for investing in historic properties. Contact Uptown United, Landmarks Illinois, or the Planning, Economic Development, & Historic Preservation Division of the City of Chicago’s Department of Planning and Development for more details on these and other incentives. The city allows the waiving of permit fees for designated Chicago landmark properties and all buildings and new construction in City of Chicago

landmark districts. The application process takes 90-120 days and applications are not accepted after the permit has been issued. Only fees requiring commission approval are eligible for the waiver. Barricade, canopy, and water tap permits fees are not eligible. The Cook County Class-L Property Tax Incentive is a 10-year property tax reduction for rehabilitating a commercial or industrial landmark building. The minimum investment is 50% of the building’s assessed value. A 10% Federal Rehabilitation Tax Credit is available for rehabilitating income-producing, non-residential buildings built before 1936.



## Assets & Anchors

Uptown is home to numerous anchor institutions, including several hospitals, schools, and popular event venues, all of which draw people to the community—day and night. The event venues are clustered around Uptown’s historic entertainment district near Lawrence and Broadway, while other institutions are found throughout the community.

Truman College has 23,000 students and employees and St. Augustine another 2,000, while Uptown’s entertainment venues draw up to 240,000 attendees each year.



## Uptown’s Nonprofit Sector

Uptown is home to dozens of nonprofits—organizations serving Uptown and beyond by offering food, shelter, and critical resources to those in need. This concentration is big enough that it forms a key part of the social fabric and economic wellbeing of the community, contributing greatly to the local economy. These institutions also contribute greatly to the community by relying on local professional services such as banking, legal, and catering offered by nearby businesses, while their employees support local retail and food service providers by shopping locally.

### Supporting Local Businesses

The Uptown nonprofits support local businesses through the retention of services such as banking, printing, food service, legal services, and IT. Also, organizations host both formal and informal events at local Uptown venues and utilizing local catering services. Revenue generated by special events from Uptown’s nonprofits totals \$1.9 million annually.

### Employee Spending

A recent survey found that those employed in Uptown’s nonprofits like to spend money at nearby businesses in the neighborhood, with restaurants and retail stores being businesses most frequently visited. Total spending by employees of all nonprofits in Uptown is estimated to reach \$195,000 each week, or up to \$10.14 million annually.

### Creating High-Quality Jobs

Altogether, Uptown’s 98 nonprofits employ more than 4,000 people, representing 13.5 percent of Uptown’s workforce—with 66 percent of those employed full-time.

### Stabilizing Institutions

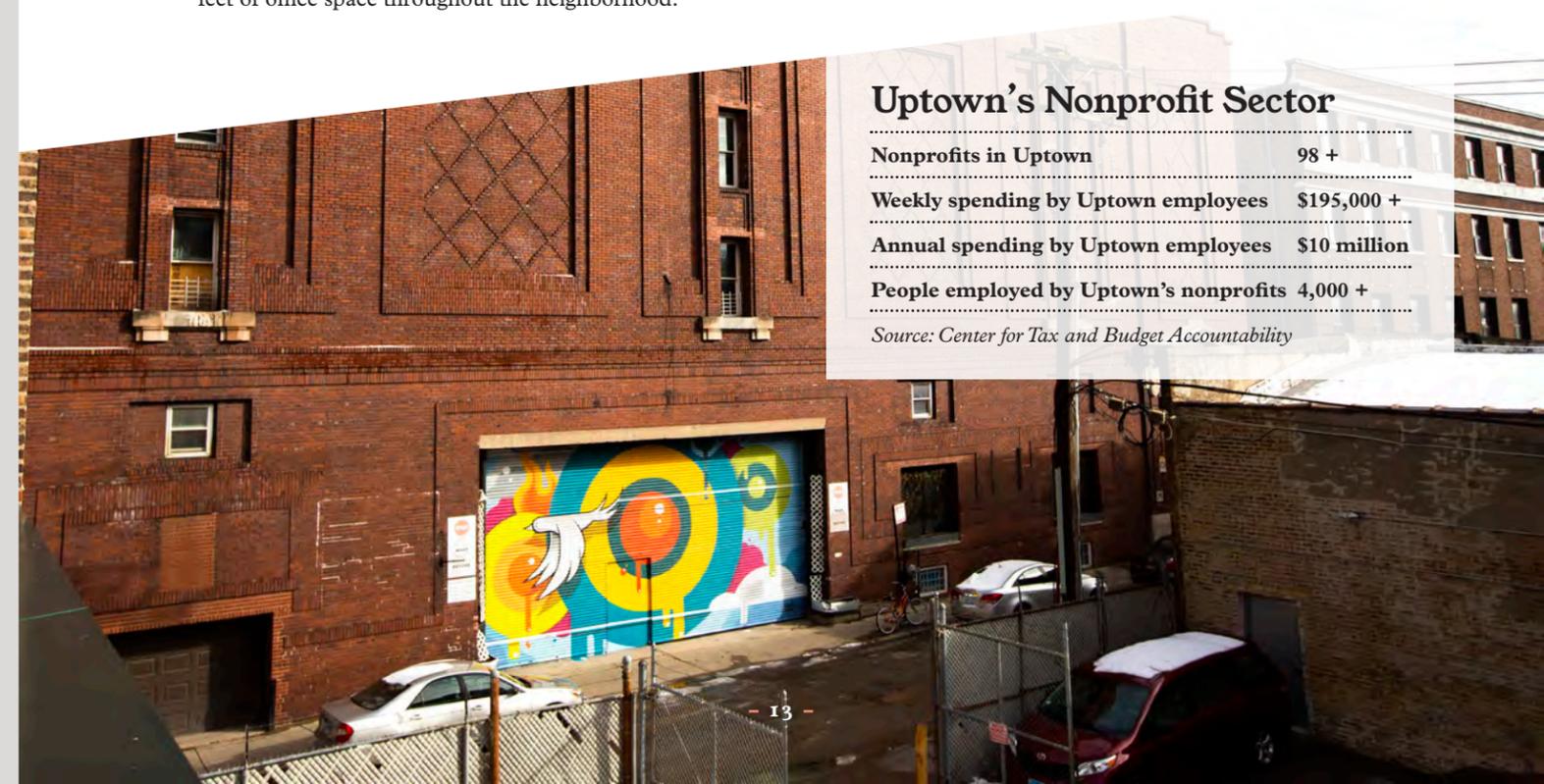
The average nonprofit has been in Uptown for 33 years. These long-standing organizations serve as anchors in the neighborhood and their longevity provides stability to the community. Uptown’s nonprofit community occupies nearly 300,000 square feet of office space throughout the neighborhood.



### Uptown’s Nonprofit Sector

Nonprofits in Uptown	98 +
Weekly spending by Uptown employees	\$195,000 +
Annual spending by Uptown employees	\$10 million
People employed by Uptown’s nonprofits	4,000 +

Source: Center for Tax and Budget Accountability



# TIF Districts & SBIF

## Tax Increment Financing (TIF)

Tax increment financing is a public financing method used to subsidize redevelopment, infrastructure, and other projects by diverting future property tax revenue increases from within a defined area. There are seven TIFs within Uptown. The largest is Wilson Yard, which helped fund the development of the Aldi and Target, plus affordable housing. The Montrose/Clarendon TIF is currently being used to facilitate the construction of new housing and renovate the Clarendon Park Fieldhouse. Learn more at: [cityofchicago.org](http://cityofchicago.org)

## Small Business Improvement Fund (SBIF)

This City of Chicago program uses TIF revenues to help owners of commercial and industrial properties within TIF districts repair or remodel their business or property on behalf of a tenant. Participants can receive matching grants to cover up to 90% of the cost of remodeling work. Residential property, property leased to retail chains, and certain other businesses are not eligible. Vacant properties are eligible, but grants are not paid until the space is occupied. Uptown United and the Uptown Chamber of Commerce staff can also provide assistance. Learn more at [Somercor.com/SBIF](http://Somercor.com/SBIF)



## TIF Districts

For more information regarding the use of TIF funds, please contact your local ward office:

**40th Ward:**  
Andre Vasquez  
5620 N Western Avenue  
773.654.1867  
[40thward.org](http://40thward.org)

**46th Ward:**  
James Cappleman  
4544 N Broadway  
773.878.4646  
[james46.org](http://james46.org)

**47th Ward:**  
Matt Martin  
4243 N Lincoln Avenue  
773.868.4747  
[aldermanmartin.com](http://aldermanmartin.com)

**48th Ward:**  
Harry Osterman  
5533 N Broadway  
773.784.5277  
[48thward.org](http://48thward.org)

# Public Input Survey

As part of this planning process, Uptown United conducted a month-long community survey during November of 2019. The survey was conducted both on-line and with hard copies distributed throughout the study area. More than 1,500 people participated in at least one of three surveys that focused on either the Wilson Avenue corridor in the Sheridan Park area of Uptown, the 4400-4600 Blocks of North Broadway, or Wilson Avenue East of Broadway. This chapter is intended to provide a summary of public input received during the community survey.

Surveys were distributed and promoted on-line, through local block clubs and neighborhood associations, large rental property owners, affordable housing operators, and through local businesses and nonprofit organizations. In addition 1,500 paper surveys were distributed, with a focus on local affordable housing properties, local social service providers, and Truman College.

**1** When walking along North Broadway, certain features of the sidewalk impact the way you experience the neighborhood. Choose the five most important features that you would like to see along the sidewalks of N Broadway.

<input type="checkbox"/> Bike Racks	<input type="checkbox"/> Grass Parkway	<input type="checkbox"/> Wayfinding Signage
<input type="checkbox"/> Murals	<input type="checkbox"/> Sidewalk Cafes	<input type="checkbox"/> Trash Cans
<input type="checkbox"/> Kiosks	<input type="checkbox"/> Historic Markers	<input type="checkbox"/> Landscape Planters
<input type="checkbox"/> Street Trees	<input type="checkbox"/> Benches	<input type="checkbox"/> Other (please specify above)

**2** Buildings along North Broadway have various uses. Some have mixed-use (with commercial space on the ground floor and residential units above), but others are institutional uses such as Truman College, single story retail buildings, and residential-only buildings. What kind of buildings are appropriate for North Broadway near Wilson Avenue?

	not at all appropriate	could be appropriate	appropriate	not sure
Retail Only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Office Only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Residential Only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Civic / Institutional	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mixed-Use (commercial space on the ground floor and residential units above)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3** Buildings along North Broadway near Wilson Avenue vary in height, from single-story to 12-story buildings. If a new building was built on North Broadway near Wilson Avenue, what height would be appropriate?

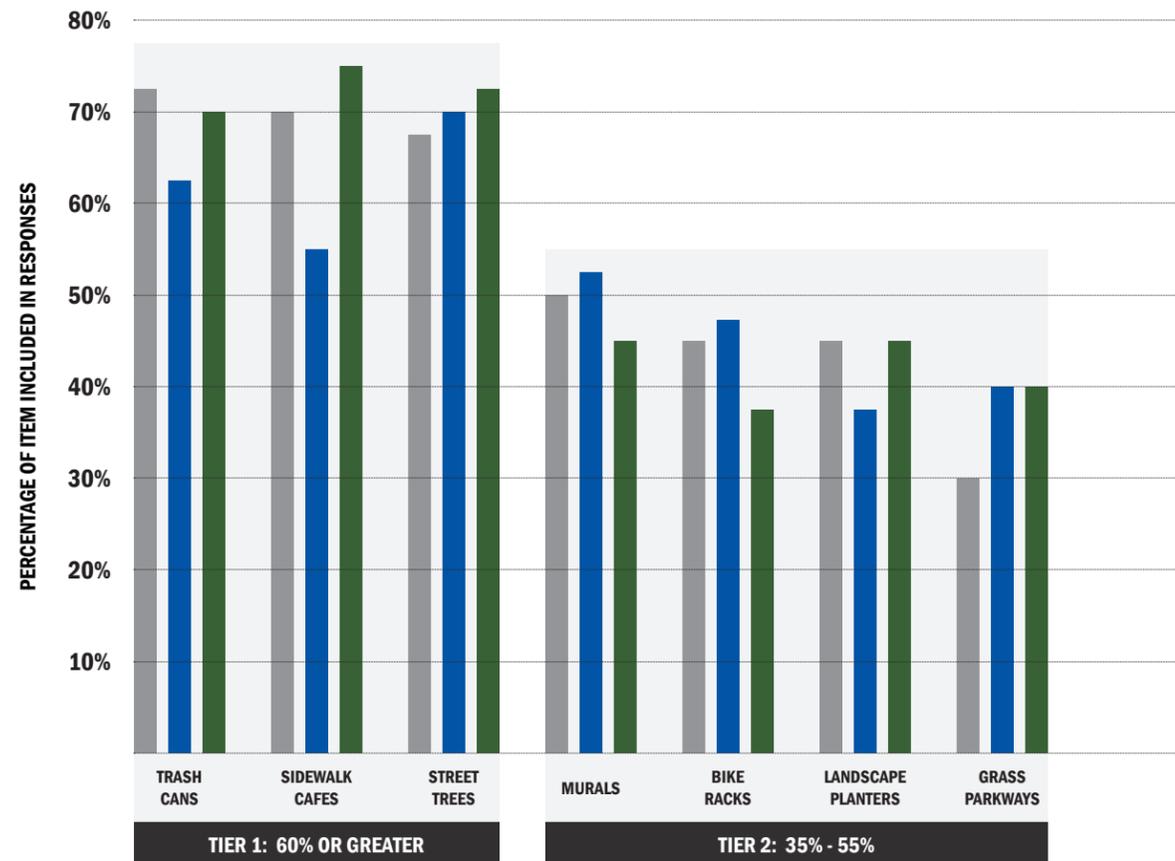
	not at all appropriate	could be appropriate	appropriate	not sure
Single-Story Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2-4 Story Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5-7 Story Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8+ Story Buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: \_\_\_\_\_  
Comments: \_\_\_\_\_

# Sidewalk Elements

Respondents were asked, about which features along the sidewalk impact the way they experience the neighborhood. Trash cans, street trees, and sidewalk cafes placed 60% or higher. Murals, bike racks, landscape planters, and grass parkways registered between 35% and 55%. The remaining features all registered at 33% or less. Common responses in the “other” category included greater police presence, wider sidewalks, and improved lighting.

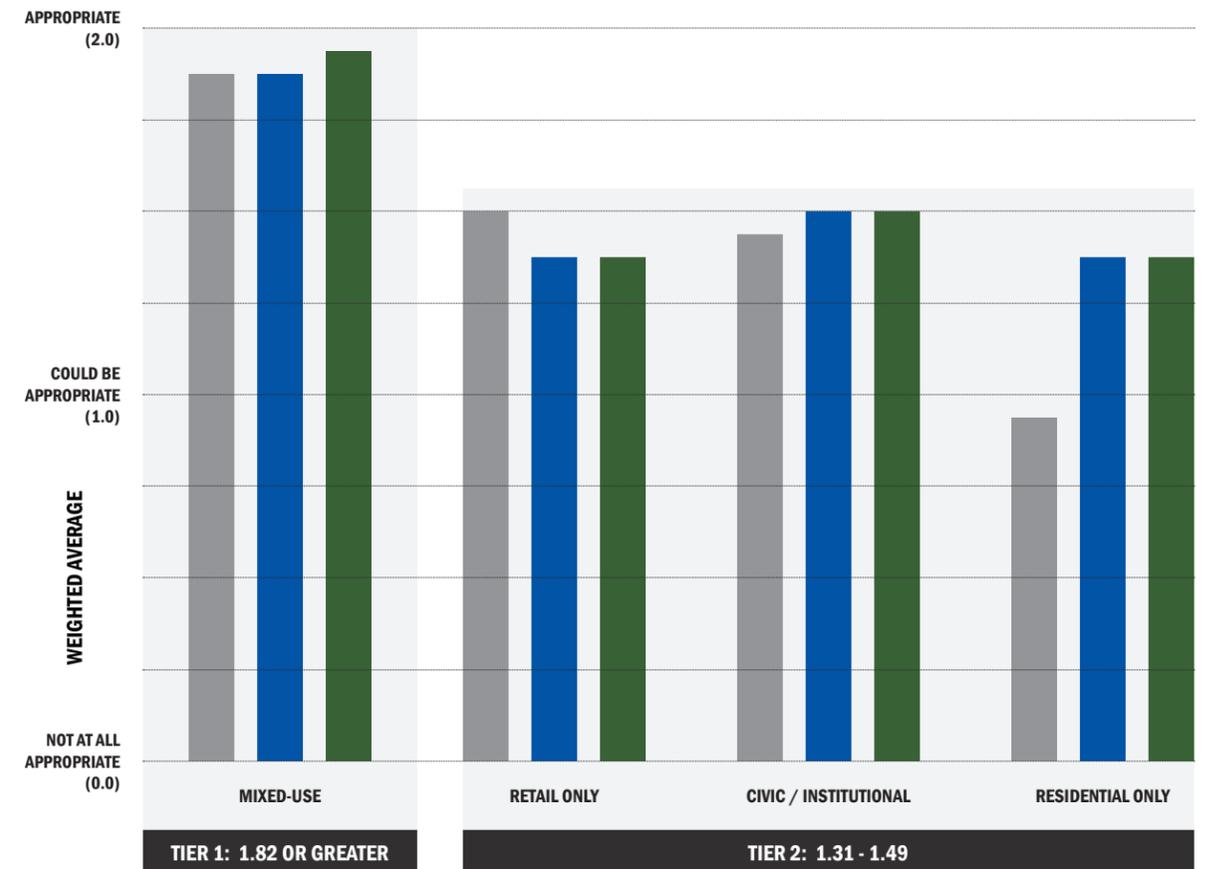
- NORTH BROADWAY NEAR WILSON AVE.
- WILSON AVE. EAST OF BROADWAY
- WILSON AVE. SHERIDAN PARK



# Building Use

Respondents were asked about buildings along the street and their various uses. When asked what kind of buildings are appropriate, responses were consistent with mixed-use ranking the highest with a weighted average of 1.82 or higher. Retail only, civic/institutional, and residential only registered between 1.31 and 1.49. One exception however was residential only for North Broadway, which registered at 0.94. Office only registered the lowest at 1.05 or less. Common “additional comments” included “more affordable housing.”

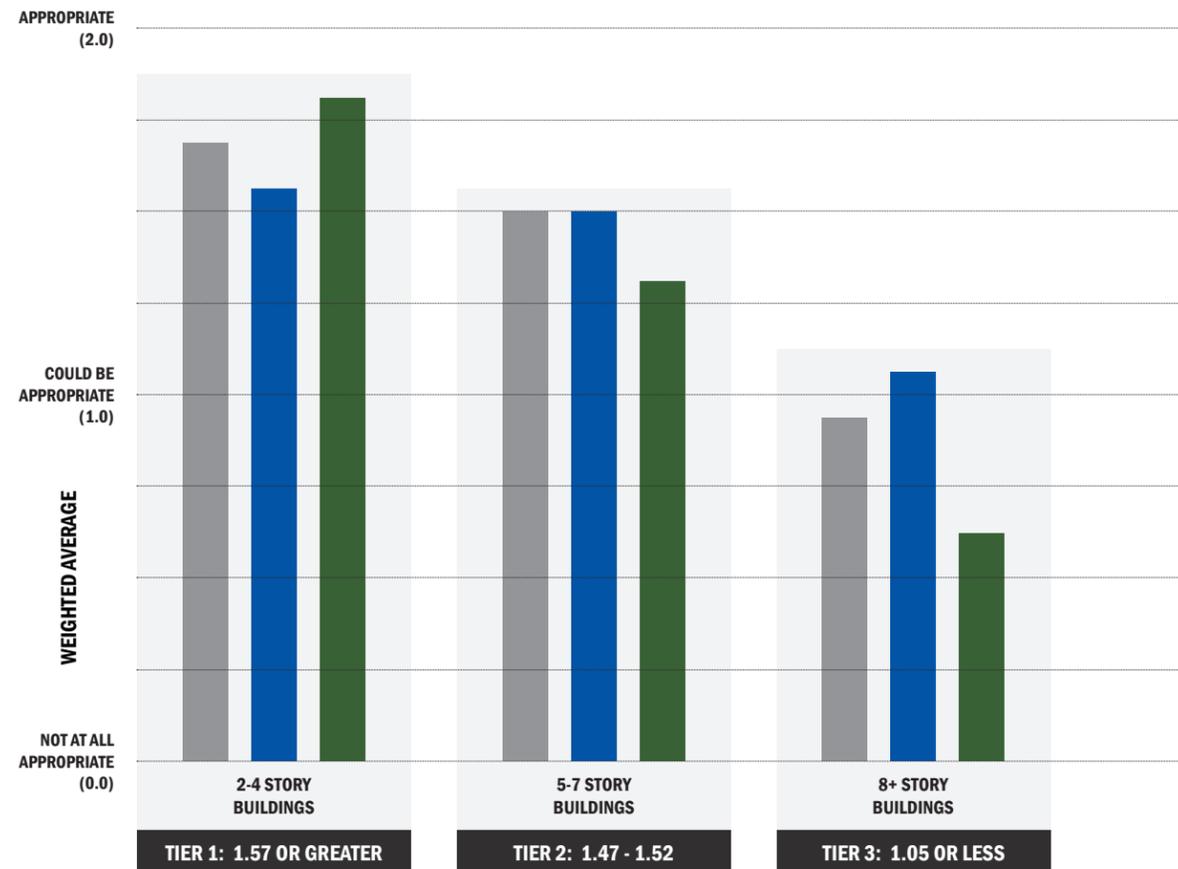
- NORTH BROADWAY NEAR WILSON AVE.
- WILSON AVE. EAST OF BROADWAY
- WILSON AVE. SHERIDAN PARK



# Building Height

Respondents were asked if a new building was built in this area, what height would be appropriate. Responses appeared consistent with 2-4 story buildings ranking the highest on a weighted scale, placing 1.57 or higher. 5-7 story buildings registered between 1.47 and 1.52. 8+ story buildings and single-story buildings ranked the lowest at 1.05 or less. Additional comments showed strong opinions on both ends of the spectrum with equal number of respondents commenting “no more tall buildings” and “increase density with taller buildings”. Respondents also expressed a desire to consider height of adjacent buildings when determining height of a new building.

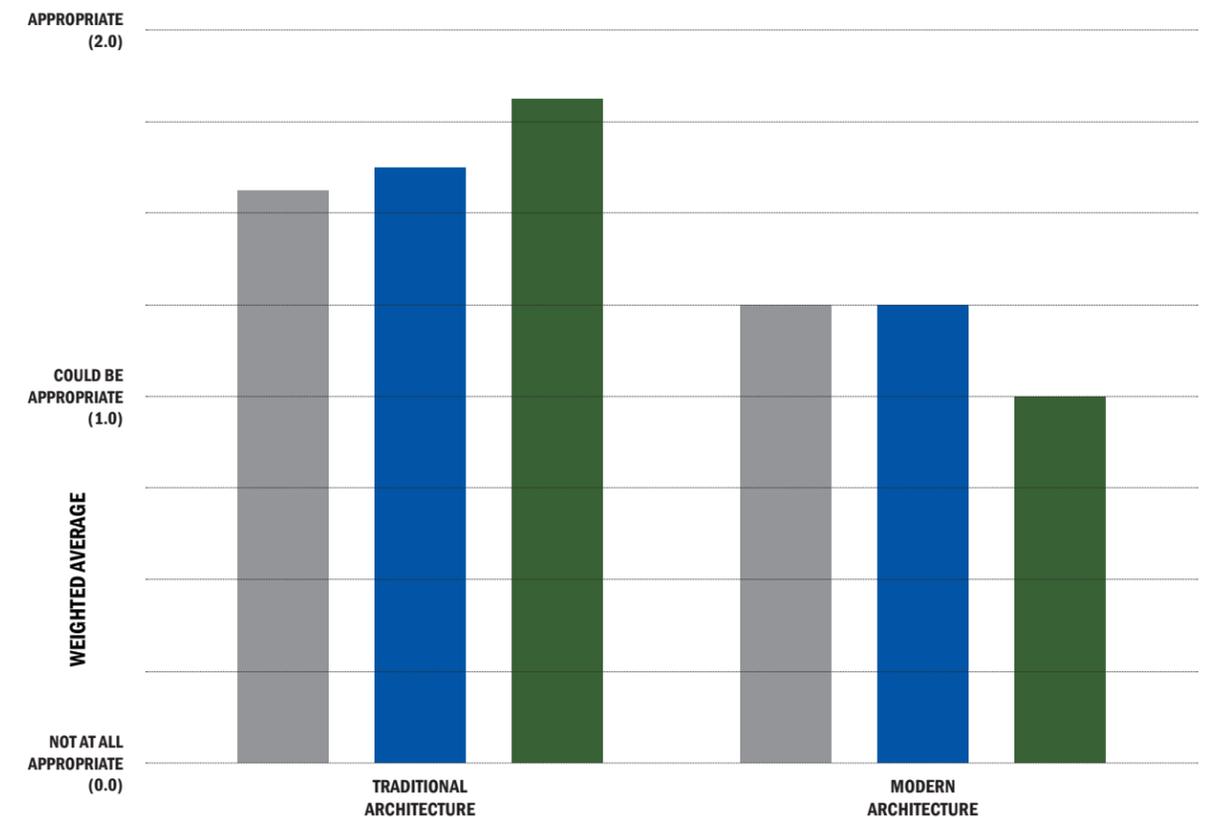
- NORTH BROADWAY NEAR WILSON AVE.
- WILSON AVE. EAST OF BROADWAY
- WILSON AVE. SHERIDAN PARK



# Architecture

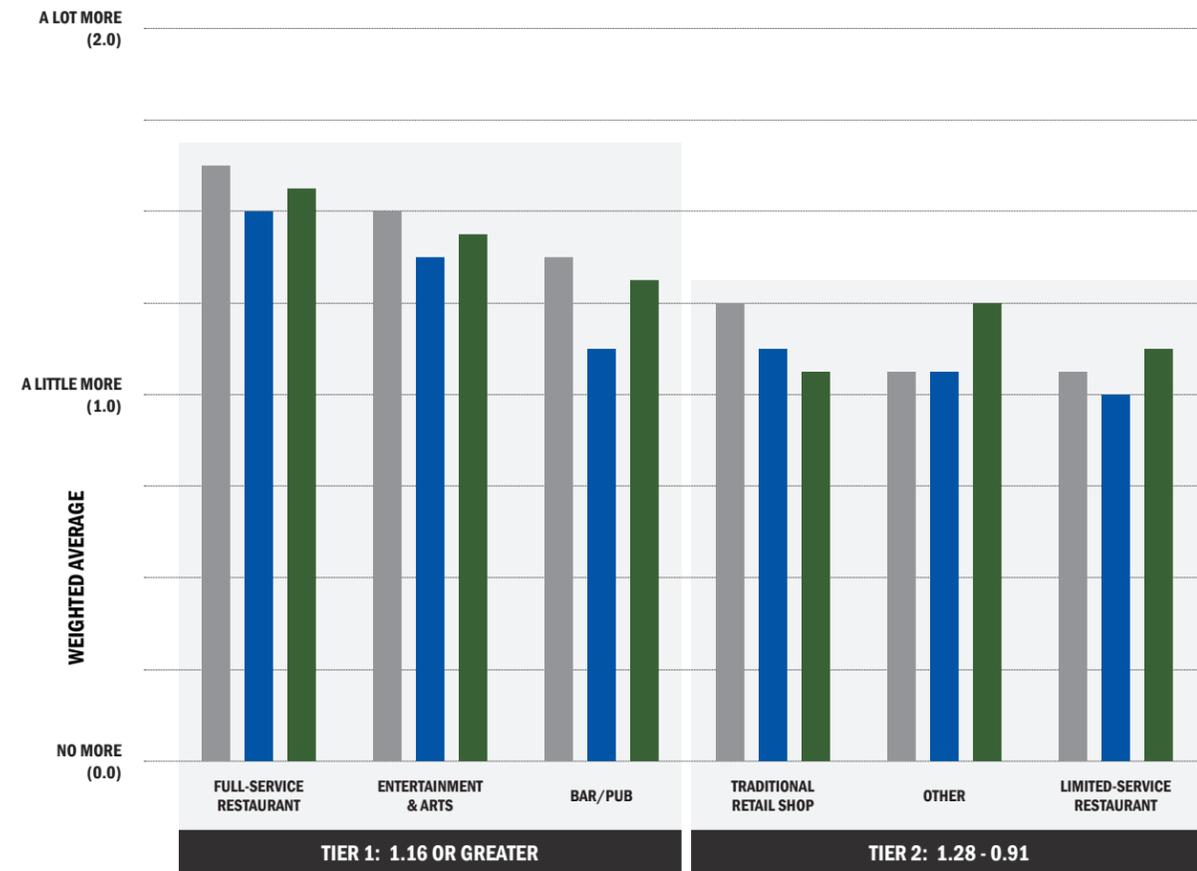
Respondents were asked about what type of architecture would be appropriate. Responses appeared consistent with traditional architecture ranking the highest on a weighted scale, placing 1.6 or higher. Modern architecture registered between 0.94 and 1.26. There appears to be a stronger preference for traditional architecture in Sheridan Park with more interest in modern architecture on North Broadway and Wilson Avenue East of Broadway. Common “additional comments” included “use a combination of styles” and “use of high-quality materials” for all areas.

- NORTH BROADWAY NEAR WILSON AVE.
- WILSON AVE. EAST OF BROADWAY
- WILSON AVE. SHERIDAN PARK



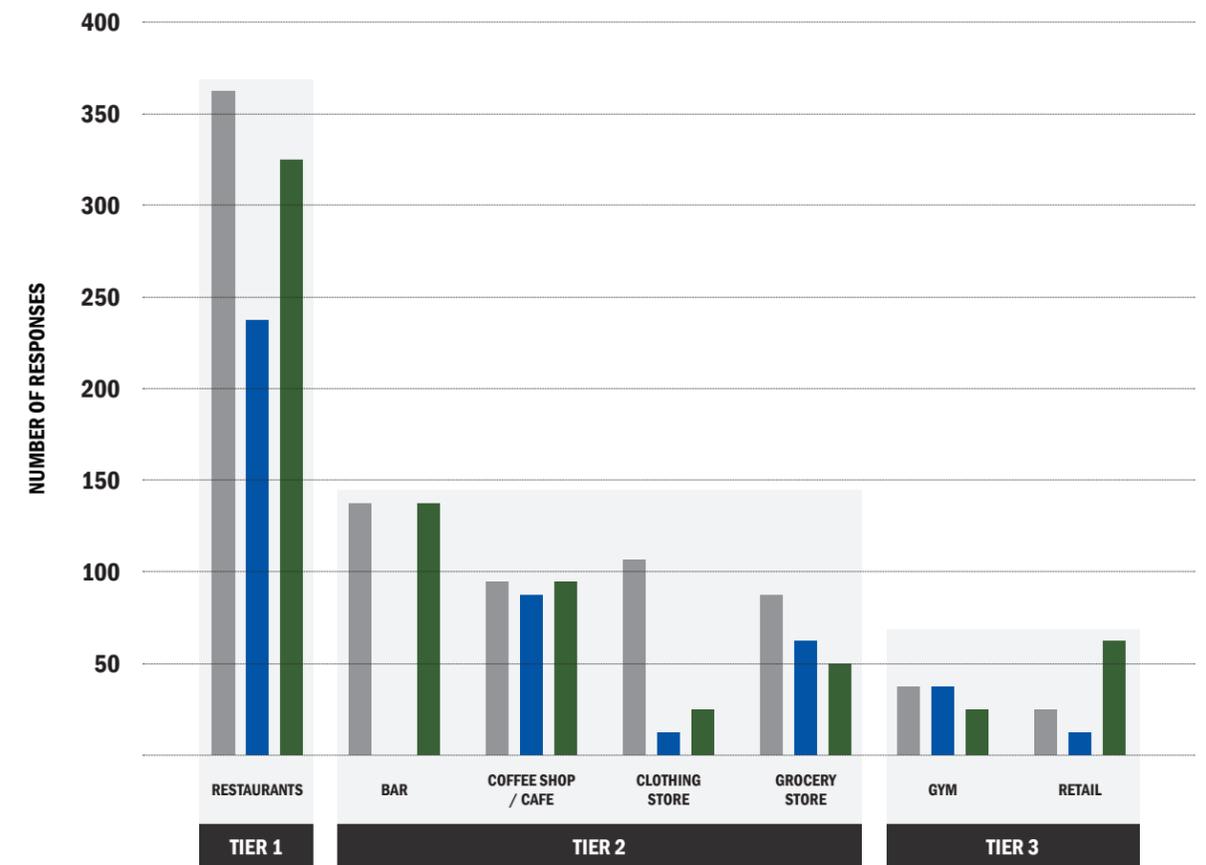
# Business Type

Respondents were asked how much more money they would spend on North Broadway near Wilson Avenue if the following type of business opened in the area. Responses appeared consistent with full-service restaurant, entertainment & arts, and bar/pub ranking highest on a weighted scale, placing 1.16 or higher. Traditional retail shop, other, limited-service restaurant, and personal service registered between 0.91 and 1.28. Convenience store and professional service ranked the lowest at 0.60 or less. Additional comments showed a strong desire for a movie theatre and gym, further reinforcing the notion that respondents prefer additional activities in the area rather than traditional retail or shopping opportunities.



# Business Type

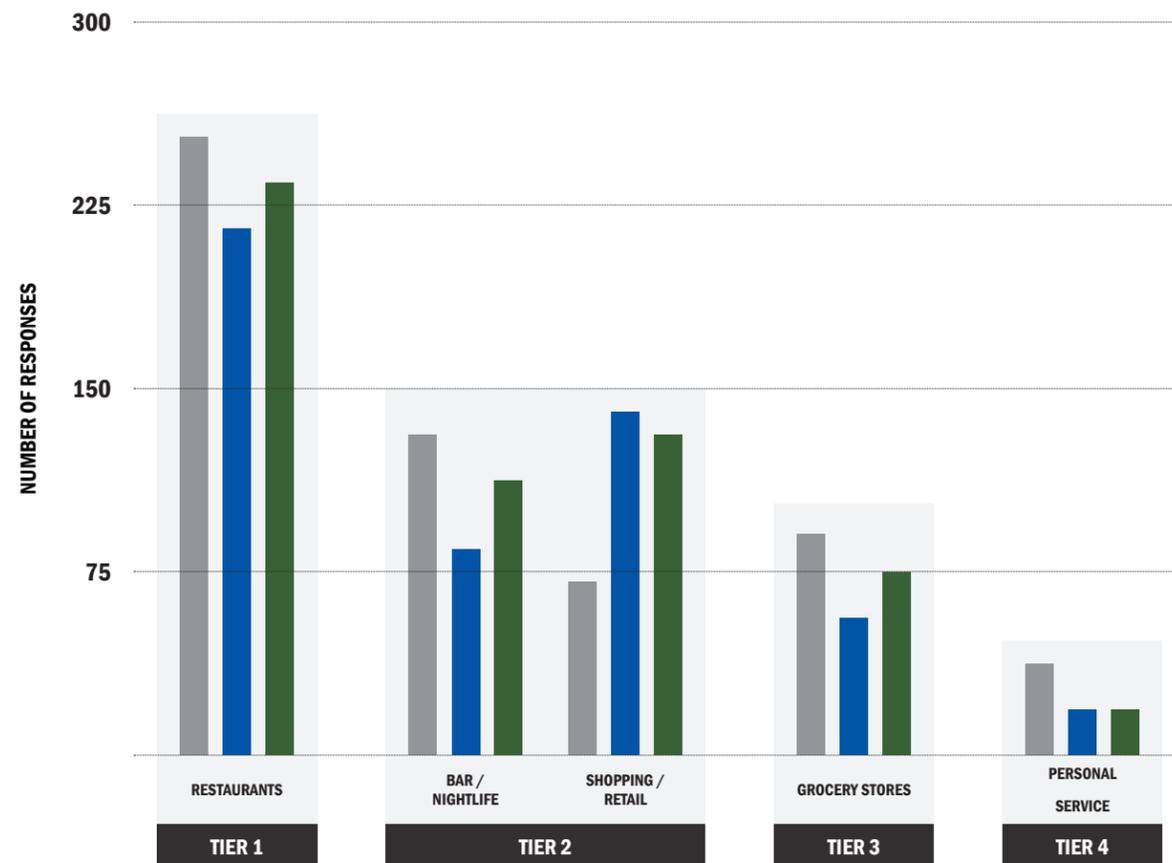
Respondents were asked about what businesses they would like to walk to. Responses appeared consistent with restaurants receiving the largest number of responses. Bar, coffee shop / cafe, clothing store, and grocery store also received a significant number of responses. Gym, retail, personal services, movie theatre, book store, and bakery also received a notable number of responses.



# Business Type

Respondents were asked what businesses they leave the neighborhood for. Responses appeared consistent with restaurants receiving the largest number of responses. Bar/nightlife and shopping/retail also received a significant number of responses. Grocery stores received a notable number of responses, and personal services, movies, doctor, and gym also received responses.

- NORTH BROADWAY NEAR WILSON AVE.
- WILSON AVE. EAST OF BROADWAY
- WILSON AVE. SHERIDAN PARK



# Vision and Implementation

Three key opportunities frame the Vision for the Central Uptown Planning Study. These topics serve as guiding themes in the creation and development of specific planning concepts and revitalization strategies for enhancing Central Uptown’s physical appearance and overall economic environment.

- Enhance Uptown’s Public Spaces
- Strengthen Uptown’s Business Community
- Maintain Character and Diversity

Under the lenses of equity and sustainability, each opportunity and its sub-themes provide the overall vision for the North Broadway and Wilson corridors.

A design team led by SmithGroup studied information and feedback received through previous Uptown United engagement efforts including stakeholder interviews, block surveys, and community surveys.

Between the spring of 2020 and the spring of 2021, SmithGroup facilitated and led several focused stakeholder interviews, a larger stakeholder engagement session, and an open public meeting to solicit input on the future of the Central Uptown corridors.

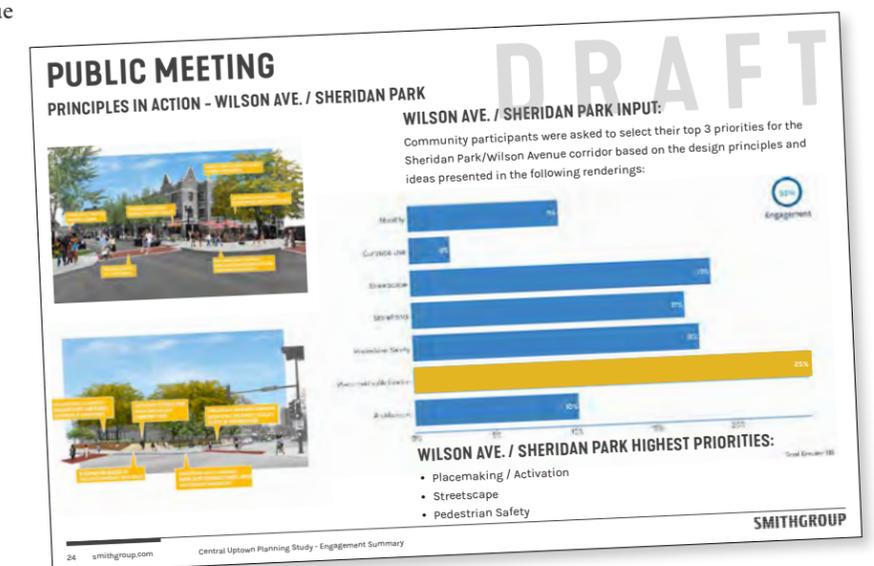
**Stakeholder Interviews** - Truman College, Uplift High School, and Weiss Hospital were interviewed to discuss their specific issues, opportunities, and priorities along the Wilson Avenue and Broadway corridors.

**Stakeholder Engagement Session** - An online engagement session was held in February, 2021 with key stakeholders along the corridor to review previous engagement efforts, develop a corridor vision, values, and future priorities.

**Public Meeting** - In May, 2021 a public meeting was held with the larger Uptown community to gain input on corridor values and principles and further solidify the community’s desires for the long term corridor vision.

Seven key urban design strategies were selected to gather further input from the community. Each strategy represents tactics to achieve the desired corridor vision and values defined by the community and stakeholders. These urban design strategies include: mobility, architecture, curbside use, pedestrian safety, storefronts, placemaking, and streetscapes.

Community participants were asked to select their top three priorities for each corridor based on design principles and ideas presented. The following pages represent what we heard about each corridor from participants and include implementation steps for each principle in action.



# 4400 Block of North Broadway

## Storefronts

In 2024, Uptown United should utilize Special Service Area funds to improve signage and window visibility of existing businesses with Uptown United’s Curb Appeal Rebate Program. New signage should be pedestrian focused and oriented perpendicular to pedestrian circulation to enhance the streetscape experience and provide way-finding solutions.

## Architecture

Existing mixed-use buildings should be preserved and enhanced as they provide a continuous street wall and add to the historic character of Central Uptown.

## Activation

In 2024, Uptown United should provide technical assistance for restaurants to secure sidewalk cafe permits and consider removal of streetscape planters that prohibit sidewalk cafe installation. Sidewalk planters can be replaced with landscape containers which provide more flexibility for sidewalk activation.

## Mobility

In 2024, the 46th Ward Alderman’s Office along with CDOT should enhance bike lanes with street paint markings and pre-cast concrete curbs to provide a safer and more defined area for cyclist.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Uptown United; Business Owners; Property Owners, 46th Ward, CDOT</i>
Cost Level	<i>&lt;\$100,000</i>
Funding Sources	<i>Primary: 2024 Uptown SSA Curb Appeal Rebate Program Funds Secondary: Private Funds, Menu Funds, Wilson Yard TIF</i>
Timing	<i>2024</i>
Priority Level	<i>Low</i>



# Broadway, Montrose, Sheridan Plaza

## Master Planning

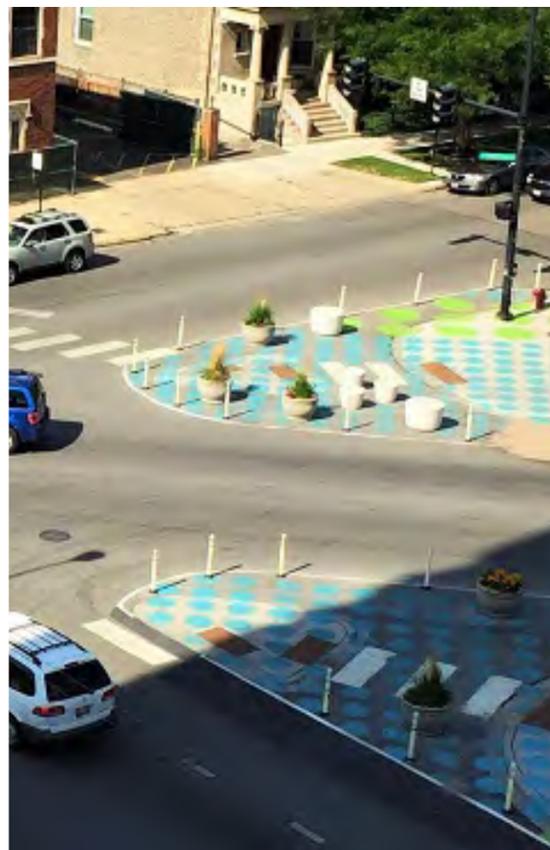
In 2026, Uptown United should utilize Special Service Area funds to hire a consultant to master plan the Broadway, Montrose, Sheridan intersection to make it safer and more inviting to pedestrians, cyclist, and vehicular traffic. Closely involve CDOT and the 46th Ward Alderman's Office during the master planning process to ensure that plans are reasonable and achievable.



Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Uptown United, 46th Ward, CDOT</i>
Cost Level	<i>&lt;\$500,000</i>
Funding Sources	<i>Primary: Uptown SSA 2026 Master Planning Funds</i> <i>Secondary: Uptown SSA, Menu Funds, Wilson Yard TIF</i>
Timing	<i>2026-2027</i>
Priority Level	<i>Low</i>

## Implementation

In 2027, Uptown United should work with CDOT and the 46th Ward Alderman's office to secure funding for implementation of the planned enhancements for the Broadway, Montrose, and Sheridan plaza and intersection.



# 4500 Block of North Broadway

## Storefronts

In 2023, Uptown United should utilize Special Service Area funds to improve signage and window visibility of existing businesses with Uptown United’s Curb Appeal Rebate Program. New signage should be pedestrian focused and oriented perpendicular to pedestrian circulation to enhance the streetscape experience and provide way-finding solutions.

## Architecture

Existing mixed-use buildings should be preserved and enhanced as they provide a continuous street wall and ass to the historic character of Central Uptown.

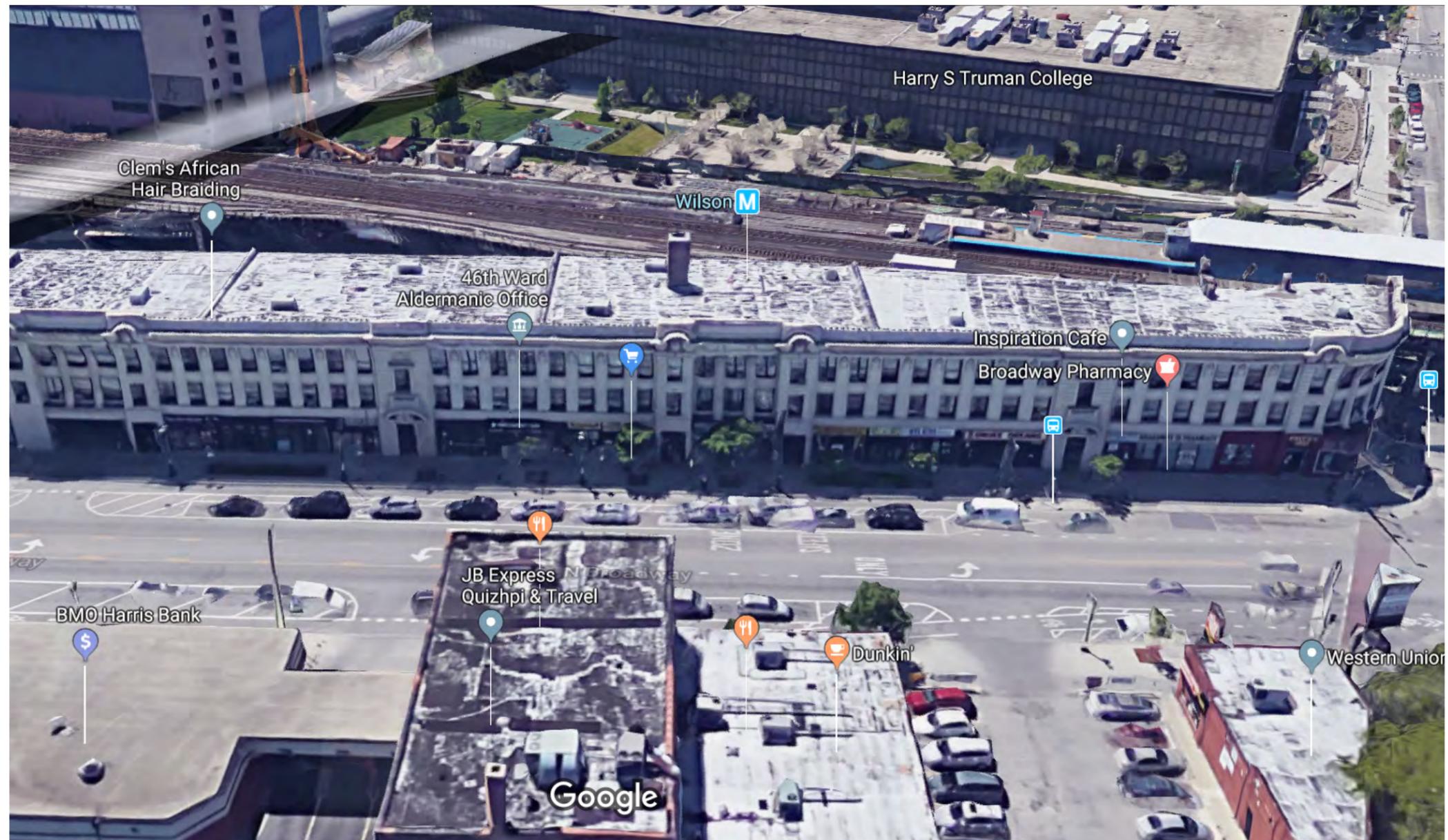
## Activation

In 2023, Uptown United should provide technical assistance for restaurants to secure sidewalk cafe permits and consider removal of streetscape planters that prohibit sidewalk cafe installation. Sidewalk planters can be replaced with landscape containers which provide more flexibility for sidewalk activation.

## Mobility

In 2023, the 46th Ward Alderman’s Office along with CDOT should enhance bike lanes with street paint markings and pre-cast concrete curbs to provide safer and more defined area for cyclist.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Uptown United; Business Owners; Property Owners, 46th Ward, CDOT</i>
Cost Level	<i>&lt;\$100,000</i>
Funding Sources	<i>Primary: Uptown SSA Curb Appeal Rebate Program Secondary: Private Funds, Menu Funds, Wilson Yard TIF</i>
Timing	<i>2023</i>
Priority Level	<i>Low</i>



# Grow Uptown Garden & Plaza

## Lighting

In 2023, Uptown United should utilize Special Service Area funds to install festoon lighting over the Grow Uptown garden and corner plaza at North Broadway and Sunnyside Avenue. Explore funding partnerships with Peterson Garden Project, Stewart School Lofts, and 46th Ward Alderman.

## Corner Plaza Master Planning

In 2023, Uptown United should utilize master planning funds from the Uptown Special Service area to master plan the corner plaza space at North Broadway and Sunnyside Avenue.

## Corner Plaza Implementation

In 2024, the 46th Ward Alderman should work with CDOT to secure funding for implementation of the planned enhancements of the corner plaza at North Broadway and Sunnyside Avenue.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Uptown United, 46th Ward Alderman, Peterson Garden Project, Stewart School Lofts, CDOT</i>
Cost Level	<i>&lt;\$500,000</i>
Funding Sources	<i>Primary: Uptown SSA Master Planning Funds Secondary: Private Funds, Menu Funds, Wilson Yard TIF</i>
Timing	<i>2023-2024</i>
Priority Level	<i>Low</i>



# 4531-59 North Broadway Guidelines

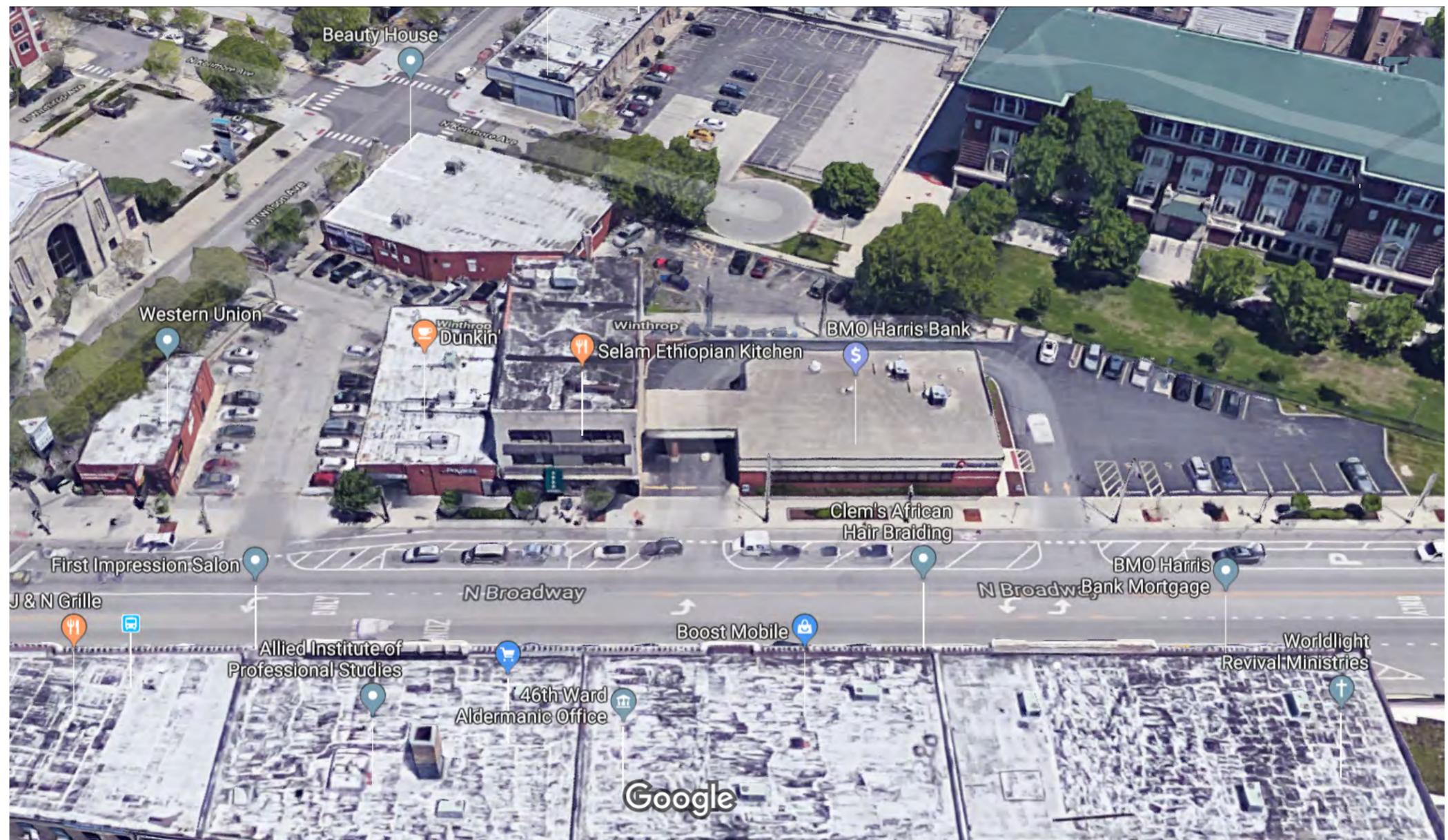
## Master Planning

In 2023, Uptown United should utilize Uptown Special Service Area master planning funds should be utilized to master plan a cohesive redevelopment of the three (3) properties located from 4531-59 North Broadway. During stakeholder interviews and community outreach these sites were often referred to as an opportunity area. The community expressed a desire for mixed land uses at this site and 5-7 story buildings which take advantage of the close proximity to the Wilson CTA station and other transit assets. During the master planning process, Uptown United should work closely with the 46th Ward Alderman and the City of Chicago Department of Planning and Development with the goal of releasing an RFP for redevelopment at these sites.

## Implementation

In 2024, after completing a site master plan, Uptown United should work with the 46th Ward Alderman and City of Chicago Department of Planning and Development to release an RFP to secure a master developer to implement the agreed upon master plan.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>46th Ward Alderman; Broadway MP 4545 LLC; BMO Harris Bank; City of Chicago DPD</i>
Cost Level	<i>&lt;\$25,000</i>
Funding Sources	<i>Primary: Uptown SSA 2023 Master Planning Funds Secondary: Wilson Yard TIF</i>
Timing	<i>2023-2024</i>
Priority Level	<i>Medium</i>



# Leland Plaza Enhancements

## Overhead CTA Structure

In 2022, Uptown United should utilize Special Service Area funds to improve Leland Plaza underneath the CTA tracks. Overhead public art should be explored as a place-making element that can serve as a “gateway” from Central Uptown to the Entertainment District. Uptown United should work closely the CTA and 46th Ward Alderman’s Office to determine the best method for creating this experience. Cost sharing for this project should also be explored as this artwork will be installed on public property.

## Sidewalk Activation

In 2022, Uptown United should also utilize SSA funds to “activate” the sidewalk area at Leland Plaza. This can further accentuate the “gateway” experience between Central Uptown and the Entertainment District. Uptown United should work closely with CDOT and 46th Ward Alderman’s Office to determine the best method for creating this experience. Cost sharing for this project should also be explored as this artwork will be installed on public property.



Lead Party	<i>Uptown United</i>
Responsible Parties	<i>46th Ward Alderman; Mayor’s Office; CDOT; CTA</i>
Cost Level	<i>&lt;\$50,000</i>
Funding Sources	<i>Primary: Uptown SSA</i> <i>Secondary: Private Funds; Menu Funds</i>
Timing	<i>2022</i>
Priority Level	<i>High</i>



# 4600 Block of North Broadway

## Storefronts

In 2022, Uptown United should utilize Special Service Area funds to improve signage and window visibility of existing businesses with Uptown United’s Curb Appeal Rebate Program. New signage should be pedestrian focused and oriented perpendicular to pedestrian circulation to enhance the streetscape experience and provide way-finding solutions.

## Architecture

Existing mixed-use buildings should be preserved and enhanced as they provide a continuous street wall and ass to the historic character of Central Uptown.

## Activation

In 2022, Uptown United should provide technical assistance for restaurants to secure sidewalk cafe permits and consider removal of streetscape planters that prohibit sidewalk cafe installation. Sidewalk planters can be replaced with landscape containers which provide more flexibility for sidewalk activation.

## Mobility

In 2022, the 46th Ward Alderman’s Office along with CDOT should enhance bike lanes with street paint markings to provide safer and more defined area for cyclist.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Business Owners; Property Owners</i>
Cost Level	<i>&lt;\$25,000</i>
Funding Sources	<i>Primary: 2022 Uptown SSA Curb Appeal Rebate Funds Secondary: Private Funds</i>
Timing	<i>2022</i>
Priority Level	<i>High</i>



# Sheridan Park Design Guidelines

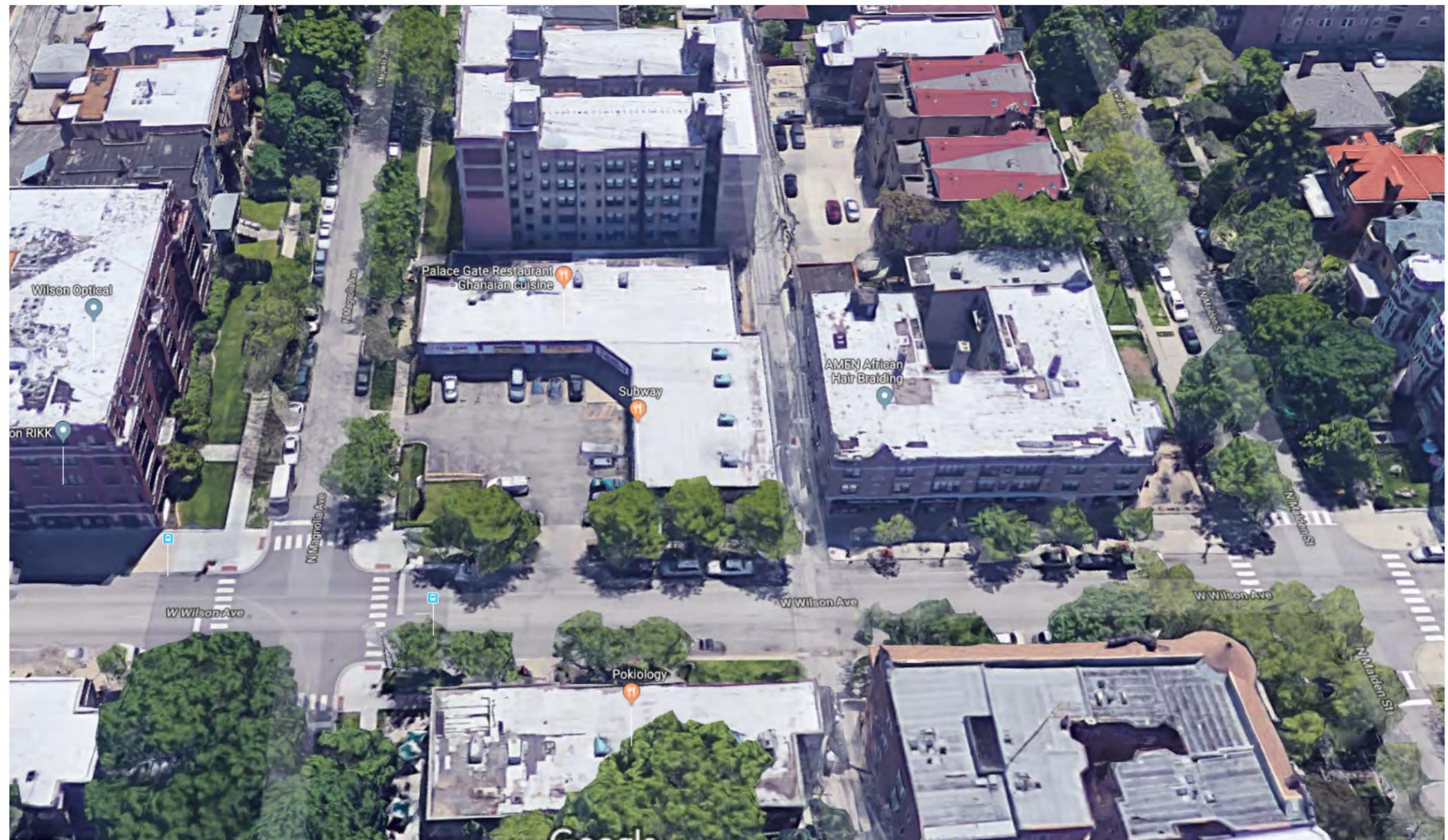
## Master Planning

In 2022, Uptown United should utilize Uptown Special Service Area strategic planning funds to develop design guidelines for redevelopment along Wilson Avenue in Sheridan Park. During stakeholder interviews and community outreach these sites were often referred to as opportunity areas. The community expressed a desire for mixed land uses and 2-4 story buildings which take advantage of the close proximity to the Wilson CTA station and other transit assets.

## Implementation

After completing design guidelines, Uptown United should work with the 46th Ward Alderman and City of Chicago Department of Planning and Development to ensure that the design guidelines are followed for any redevelopment along Wilson Avenue in Sheridan Park.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Sheridan Park Neighbors; 46th Ward Alderman</i>
Cost Level	<i>&lt;\$25,000</i>
Funding Sources	<i>Primary: Uptown SSA 2022 Master Planning Funds Secondary: Uptown SSA</i>
Timing	<i>2022</i>
Priority Level	<i>Medium</i>



# Truman College Courtyard

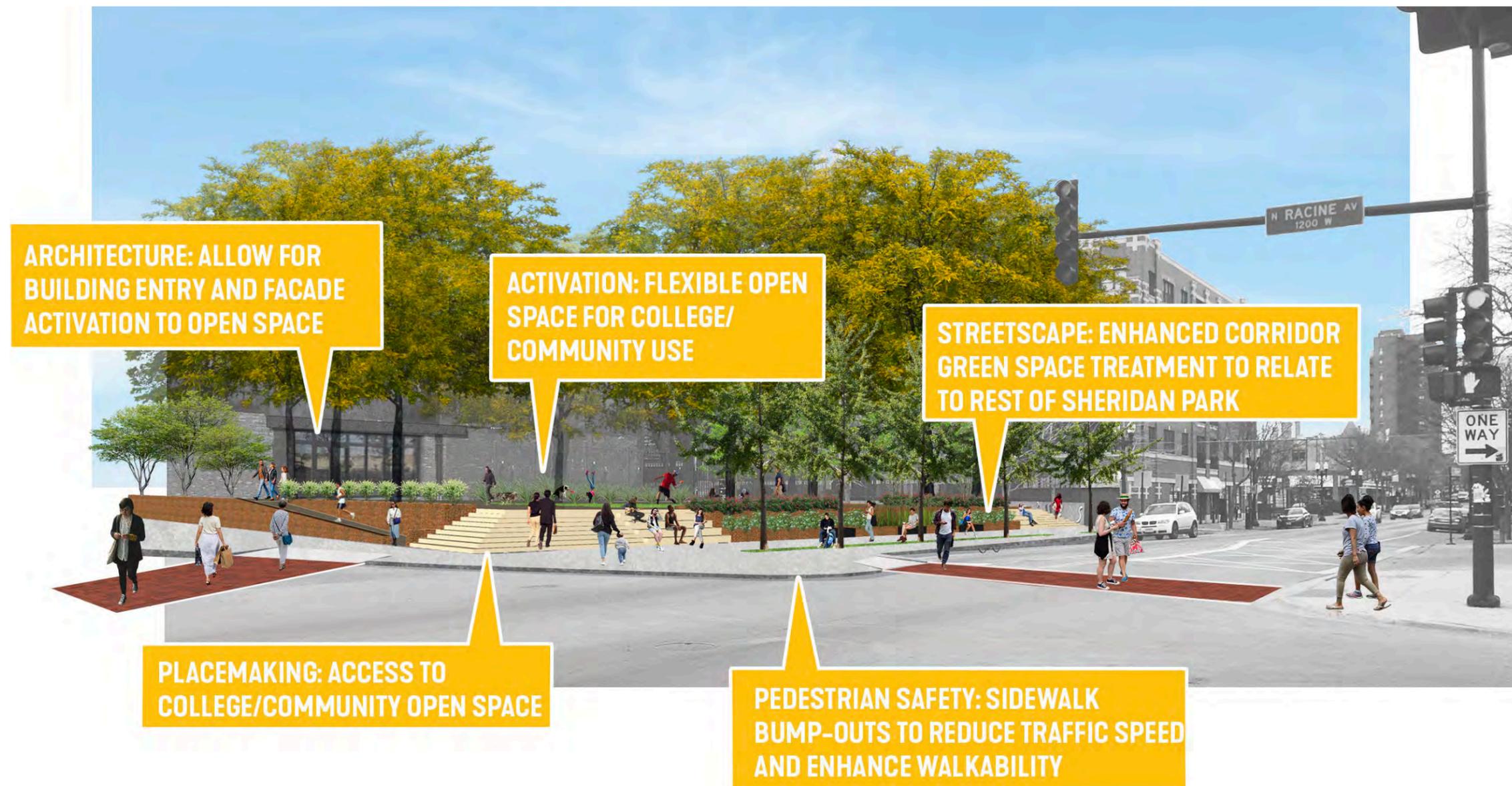
## Master Planning

In 2021, Uptown United should utilize Uptown Special Service Area master planning funds to master plan a cohesive renovation of the Truman College Courtyard at the southwest corner of Wilson and Racine Avenues. During stakeholder interviews and community outreach this site was often referred to as an opportunity to create a semi-public, community plaza space. The community expressed a desire for this space to be more open and inviting to the public, and also more visible and transparent. During the master planning process, Uptown United should work closely with the 46th Ward Alderman and City Colleges with the goal of releasing an RFP for renovation of this site.

## Implementation

In 2022, after completing a site master plan, Uptown United should work with the 46th Ward Alderman and City Colleges to secure funding for renovation of this site.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Truman College; 46th Ward Alderman</i>
Cost Level	<i>&gt;\$1,000,000</i>
Funding Sources	<i>Primary: Uptown SSA 2022 Master Planning Funds</i> <i>Secondary: Curb Appeal Rebate; Wilson Yard TIF; Menu Funds; City Colleges</i>
Timing	<i>2021</i>
Priority Level	<i>High</i>



# Sheridan Park Activation

## Business Recruitment

In 2022, Uptown United should utilize Special Service Area marketing funds to recruit new businesses to vacant storefront locations along Wilson Avenue in Sheridan Park. Ideal businesses should celebrate this historic architecture of these storefronts and activate the unique side patios that exist along Wilson Avenue in Sheridan Park. New businesses should also maintain storefront window visibility. Uptown United's Curb Appeal Rebate Program should be used as an incentive for new businesses locating in this area. New signage should be pedestrian focused and oriented perpendicular to pedestrian circulation to enhance the streetscape experience and provide way-finding solutions.

## Side Patios

A unique aspect of existing buildings along Wilson Avenue in Sheridan Park is that many of them incorporate a side yard setback that is consistent with the front yard setbacks of streets perpendicular to Wilson Avenue. This has created a series of side courtyards and patios at Wilson Avenue intersections. Future businesses should activate these spaces and celebrate them as a unique element that contributes to Sheridan's Park character.

## Sidewalks

Wilson Avenue in Sheridan Park boasts wide sidewalks which allow for sidewalk cafes and other amenities. New businesses should take advantage of this and activate the sidewalk space in front of their business.

## Crosswalks

During stakeholder interviews and community outreach many participants expressed concern for safety when crossing Wilson Avenue and its cross streets. Enhanced bump-outs and crosswalks should be explored to calm traffic and improve pedestrian comfort and safety.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Becovic Management Group</i>
Cost Level	<i>&lt;\$50,000</i>
Funding Sources	<i>Primary: SSA Funds Secondary: Private Funds</i>
Timing	<i>2022</i>
Priority Level	<i>Low</i>



# 1000 Block of Wilson Avenue

## Master Planning

In 2024, Uptown Special Service Area master planning funds should be utilized to master plan a cohesive redevelopment of the two (2) properties located on the north side of the 1000 Block of Wilson Avenue (Sonic and McDonald's). During stakeholder interviews and community outreach, these sites were often referred to as an opportunity area. The community expressed a desire for mixed land uses at this site and 5-7 story buildings which take advantage of the close proximity to the Wilson CTA station and other transit assets. During the master planning process, Uptown United should work closely with the 46th Ward Alderman and the City of Chicago Department of Planning and Development with the goal of releasing an RFP for redevelopment at these sites.

## Implementation

In 2025, after completing a site master plan, Uptown United should work with the 46th Ward Alderman and City of Chicago Department of Planning and Development to release an RFP to secure a master developer to implement the agreed upon master plan.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Lakeside Area Neighbors; Clarendon Park Neighbors; Truman Square Neighbors; 46th Ward</i>
Cost Level	<i>&lt;\$25,000</i>
Funding Sources	<i>Primary: Uptown SSA 2024 Master Planning Funds Secondary: Uptown SSA Funds</i>
Timing	<i>2024</i>
Priority Level	<i>Medium</i>



# Uplift High School Plaza

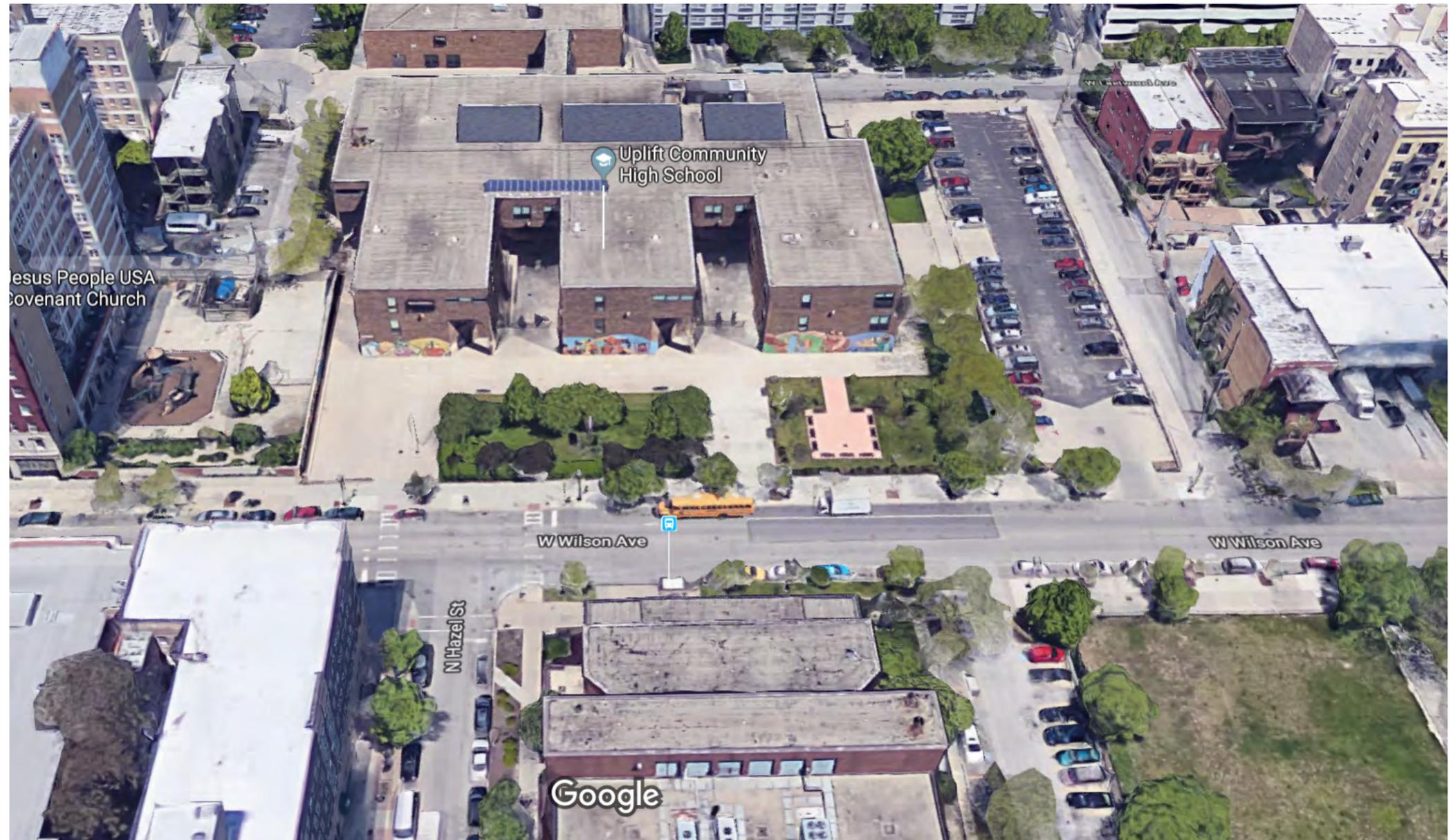
## Master Planning

In 2025, Uptown United should utilize Uptown Special Service Area master planning funds to master plan a cohesive renovation of the Uplift High School Plaza on the north side of Wilson Avenue and Hazel Street. During stakeholder interviews and community outreach this site was often referred to as an opportunity to create a semi-public, community plaza space. The community expressed a desire for this space to be more open and inviting to the public, and also more visible and transparent. During the master planning process, Uptown United should work closely with the 46th Ward Alderman and Chicago Public Schools with the goal of releasing an RFP for renovation of this site.

## Implementation

In 2026, after completing a site master plan, Uptown United should work with the 46th Ward Alderman and Chicago Public Schools to secure funding for renovation of this site.

Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Chicago Public Schools; 46th Ward Alderman</i>
Cost Level	<i>&lt;\$50,000</i>
Funding Sources	<i>Primary: Uptown SSA 2024 Master Planning Funds Secondary: Wilson Yard TIF; Chicago Public Schools</i>
Timing	<i>2025</i>
Priority Level	<i>Medium</i>



# Wilson Avenue Streetscape

## Master Planning

In 2025, Uptown United should utilize Special Service Area funds to hire a private consultant to master plan the Wilson Avenue streetscape from North Broadway to Clarendon Road to make it safer and more inviting to pedestrians, cyclist, and vehicular traffic. Closely involve CDOT and the 46th Ward Alderman’s Office during the master planning process to ensure that plans are reasonable and achievable.

## Place-making

Since many of the buildings along Wilson Avenue between North Broadway and Clarendon Road are not commercial storefronts, a higher priority should be placed on place-making efforts to bring character and identity to this stretch of Wilson Avenue.

## Implementation

In 2026, Uptown United should work with CDOT and the 46th Ward Alderman’s office to secure funding for implementation of the planned enhancements for Wilson Avenue between North Broadway and Clarendon Avenue.



Lead Party	<i>Uptown United</i>
Responsible Parties	<i>Chicago Public Schools; 46th Ward Alderman</i>
Cost Level	<i>&lt;\$50,000</i>
Funding Sources	<i>Primary: Uptown SSA 2024 Master Planning Funds</i> <i>Secondary: Wilson Yard TIF; Chicago Public Schools</i>
Timing	<i>2025</i>
Priority Level	<i>Medium</i>



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