

Uptown United
Central Uptown Planning Study
State of the Area Report
April 2020





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1.0 - Introduction



1.1 - Mission of the Planning Process

In June of 2018, Uptown United initiated a planning process to create a comprehensive plan for Central Uptown’s main business corridors surrounding the newly renovated Wilson CTA Station, some of the neighborhood’s most important commercial areas. The key mission of the Plan is to create a long-range vision for enhancing the area’s overall land use, economic vitality, and physical appearance to support local businesses and to improve quality of life. The process also seeks to create a set of practical implementation actions for achieving the Plan’s goals and objectives.

Uptown United has a mission to build a strong, unified business environment; facilitate economic development; and strengthen community—all to nurture a diverse, vibrant, thriving, and strong Uptown. The organization assists local businesses, investors, and community organizations, helping stimulate economic development to strengthen the community’s economic base, and address broad issues pertaining to quality of life for Uptown’s diverse population.

Uptown United also administers Uptown’s Special Service Area (SSA #34), a special taxing district that funds additional services, such as neighborhood beautification, within its boundaries. To learn more about Uptown United, visit exploreuptown.org.

Beyond creating a long-range vision for Central Uptown, the Plan seeks to understand current conditions and propose strategies and recommendations for the following Plan elements:

- ***Land Use and Property Features.*** Evaluate existing land uses and physical features of properties within Central Uptown and identify specific issues, constraints, and opportunities to encourage appropriate land use and thoughtful development in Central Uptown.
- ***Streetscape and Urban Design.*** Review Central Uptown’s existing streetscape and public space conditions and determine appropriate urban design improvements that will enhance the area’s overall visual appearance, pedestrian activity, and safety.
- ***Business Development and Support.*** Understand the challenges that existing small businesses and organizations face when doing business in Central Uptown and develop strategies to ensure their success and growth as well as appropriate additional business types to guide strong business clusters with a healthy business mix.
- ***Implementation Strategy.*** Develop a detailed strategy that prioritizes specific plan implementation actions, outlines roles and responsibilities between existing organizations and entities, and identifies other stakeholder groups that could participate in implementation efforts.
- ***Community Engagement.*** Undertake an effective planning process that involves a broad and diverse section of community stakeholders in order to generate consensus for the area’s long-range vision and near-term action strategies.

1.2 - Purpose of the Plan Report

Uptown United along with the City of Chicago and local stakeholder groups will use this Plan Report to guide Central Uptown's future by prioritizing public investment initiatives and guiding land use and policy decisions. The Plan Report will also assist in seeking grants and other financial resources at the local, regional, state, and federal levels. Additionally, the Plan Report should be used as a guide to support and enhance Central Uptown's commercial areas, and to attract private investment in new development, businesses, and human capital. These efforts will help contribute not only to Central Uptown's long-range sustainability but also its overall economic stability.

1.3 - Planning Process

The planning process for creating this Central Uptown Planning Study involves three distinct phases: an assessment of current conditions, a "visioning" phase when preliminary strategies are developed and presented to the community for comment, and a final plan-making phase in which planning goals, strategies, and implementation action steps are created, accepted, and adopted by Uptown United.



1.4 - Study Area and Context

The Central Uptown Planning Study’s primary study area largely comprises the mixed-use and commercial streets from Leland Avenue to the north, Montrose Avenue to the South, Clark Street to the west, and Lake Shore Drive to the east. The Uptown neighborhood is located approximately six-miles north of downtown Chicago, along Lake Michigan. 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 also 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. Why this area? The commercial corridors along Wilson Avenue and Broadway are within a short walk of the newly rebuilt Wilson CTA Station. After being voted Chicago’s “crustiest” CTA station, this \$200+ million new station has improved the access to and the appearance of this area. Major development proposals and development interest are shaping these corridors, yet small business owners in this corridor shared the need for more foot traffic and customers in this area. Uptown is a large neighborhood with many distinct sub-areas and local stakeholders, even many who represent areas outside of the study area, suggested this zone as the area of greatest need.



Sub-Areas

The study area is divided into district sub-areas, each of which have some unique character and specific needs.

Previous Plans and Studies



2.0 - Previous Plans and Studies

The following section provides an overview of Central Uptown's planning context, including adopted plans, documents, and studies that pertain to Central Uptown and the Uptown neighborhood. Several land use and community plans for Central Uptown and the Uptown neighborhood have been prepared by various groups. The following is a summary of relevant planning documents.

2.1 - Uptown Corridor Development Initiative (2014)

When MPC (Metropolitan Planning Council) learned that two City of Chicago-owned properties adjacent to the Chicago Transit Authority (CTA) Wilson Station in Uptown would be put up for bid in late 2014, they partnered with Ald. James Cappleman (46th Ward) to engage community stakeholders in shaping a vision for these sites. The two parcels were the former Stewart Elementary School on Broadway (a closed public school); and an empty site adjacent to Wilson Station, near the intersection of Wilson Avenue and Broadway. In May 2014, MPC engaged the community in a process for creating viable development proposals for these two parcels, rooting their ideas in realistic information about what the market could support. Through three public workshops and an online survey, hundreds of participants provided specific recommendations about their vision for these two parcels. The report from this process details the results of

the community engagement process and pointed the way toward securing equitable development that serves the neighborhood near Wilson Station. Recommendations for these sites included:

1. *Dense, mixed-use buildings that fit within the urban fabric of Uptown are preferred.*
2. *New housing built should be targeted to a range of income levels, with at least some portion of the building dedicated to low-income households.*
3. *Given the proximity of the sites to Wilson Station, developments should only include the minimum required parking spaces.*

Since this plan was completed, the Stewart Elementary School site was renovated for apartments. New construction on the adjacent parking lot has not occurred although recommended by this plan. The Wilson Station sites are still under ownership of CTA. There are currently no plans to sell or develop these sites.

2.2 - Strategies to Coordinate Economic Growth, Preservation, and Public Improvements (2014)

This report, developed by the Chicago Department of Planning and Development, provides basic strategies and recommendations to enhance the area as an entertainment-focused, mixed-use community while fostering its future as a safe, comfortable, and walkable neighborhood that can be enjoyed by both residents and visitors with diverse interests. The report provides a map which identifies four types of land uses in Uptown: Perform, Learn, Live, and Shop & Dine. Descriptions are provided for how these uses should be further defined within the planning area. Three key strategies are also provided:

1. *Improve the built environment to support a vibrant community*
2. *Develop a stronger performing arts identity*
3. *Improve the perception of public safety.*

Since this plan was completed, many of the plan's recommendations have been implemented or are in the process of being implemented such as the establishment of a Chicago Landmark District, rebuilding of the Wilson CTA station, and new streetscape at Lawrence and Broadway.

2.3 - Corridors of Vision (2006)

The "Corridors of Vision" sessions sponsored by the Uptown Community Development Corporation (*the former name of Uptown United*) produced broad vision for districts throughout the neighborhood. Major themes in the document include branding and identity for the various sub-districts within Uptown; using the value of Uptown's history as a "building block" for economic development; promoting a safe and vibrant street life; and ensuring a balance of locally owned businesses.

2.4 - Chicago Neighborhoods Now Action Plan (2012)

This report, developed by the Chicago Department of Planning and Development, aims to coordinate public and private investments involving pedestrian-friendly streetscaping, revitalized transit assets, maximized entertainment venues, and enhanced cultural amenities. The plan recommends twenty-six projects with two broad goals:

1. *Broaden the identity of the area beyond music towards a full performing arts district*
2. *Create a comfortable and walkable neighborhood that can be enjoyed by both residents and visitors with diverse interests.*

To meet these goals, the City plans to:

1. *Develop a stronger performing arts identity*
2. *Improve the built environment*
3. *Improve the perception of public safety*

Detailed projects with corresponding budgets and potential funding sources are also provided in this document.

2.5 - Strategies for the CTA's Station in Uptown (2012)

Working with the CTA, ULI Chicago presented the opportunity for a panel at the Wilson Station. The panel convened and presented its recommendations to the CTA in April 2012. The panel sought to understand the market potential for development opportunities on CTA-owned land that would be compatible with the planned improvements to the transit infrastructure and Wilson Station and the necessary long-term access and maintenance requirements of such a structure. The CTA was also interested in how the work at the Wilson Station could take advantage of the assets of the Uptown community and support further economic development of that area, including the concept of the Uptown Entertainment District. Additionally, the CTA sought guidance on the best way to structure any offerings for development at the Wilson transit-oriented development (TOD) site, so as to attract the greatest interest from the private development community and maximize revenue to the CTA. The panel focused on several physical, institutional, and organization improvements that could help the CTA and the city move forward with a redevelopment strategy. These recommendations include the following:

- *Immediately begin to address the issues of crime and homelessness;*
- *Create a development program for CTA owned parcels;*
- *Rehabilitate and use the Gerber Building;*
- *Improve and focus foot traffic on Broadway to help commercial business along Broadway and Wilson;*
- *Establish an architecture and streetscape program that acts as a gateway to Truman College and the Uptown Entertainment District;*
- *Partner with Truman College and other Uptown entities;*
- *Encourage redevelopment and rehabilitation of key parcels near the station.*

**Wilson Avenue
Sheridan Park**



3.0 - Wilson Avenue (Sheridan Park)

Wilson Avenue between Clark Street and Racine Avenue consists of a mix of residential, commercial, and mixed-use properties that are typically pedestrian-oriented. This 1/2-mile stretch of Wilson Avenue is the commercial “Main Street” for Uptown’s Sheridan Park sub-neighborhood, a National Register Historic District within Uptown. Wide sidewalks, historic architecture, and the recent addition of several new businesses has given this stretch of Wilson Avenue in Sheridan Park a charming feel. Additionally, the area sits next to Truman College, which welcomes nearly 25,000 students, staff, and faculty to its campus throughout the year. Weekday pedestrian counts near the Wilson L station are higher than in neighboring Andersonville and Edgewater, and with the recently completed Wilson CTA Station, Sheridan Park is sure to grow for years to come.

3.1 - Land Use and Property Features

A majority of the commercial and mixed-use buildings along this stretch of Wilson Avenue are in good condition, with commercial storefronts facing wide sidewalks with streetscape amenities such as bike racks and landscape planters. A few commercial properties however, have narrower sidewalks with a tree lawn which may present challenges to accommodating appropriate amounts of foot traffic or allow for sidewalk cafes. There are a few properties with surface parking lots that either lack landscape screening or have unkempt landscape screening. Additionally, for some existing businesses, improved signage and storefront displays could increase visibility and patronage.

3.2 - Streetscape and Urban Design

While most of the Wilson Avenue streetscape in Sheridan Park consist of twenty-foot wide sidewalks with streetscape amenities such as bike racks and landscape planters, a few blocks have narrower, ten-foot wide sidewalks with a ten-foot wide tree lawn. While this may be appropriate for those blocks with residential street frontage, it does present challenges to accommodating appropriate amounts of foot traffic or allowing for sidewalk cafes on blocks with commercial street frontage.

3.3 - Existing Zoning

Commercial properties along Wilson Avenue in Sheridan Park are located within the B3-3 Community Shopping zoning district. The primary purpose of the B3 district is to accommodate a very broad range of retail and service uses, often in the physical form of shopping centers or larger buildings than found in the B1 and B2 districts. Development in B3 districts will generally be destination-oriented, with a large percentage of customers arriving by automobile. Therefore, the supply of off-street parking will tend to be higher in B3 districts than in B1 and B2 districts.

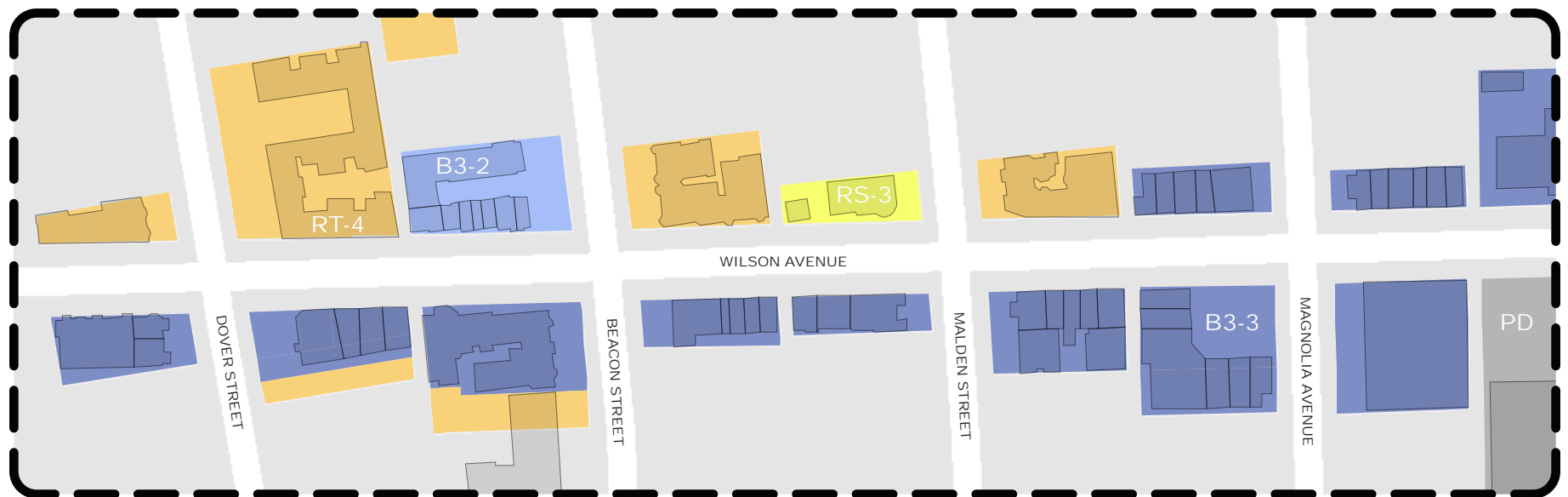
The B3 district permits residential dwelling units above the ground floor and building height limits vary by building type and lot frontage. In general, building heights of 50 to 65-feet are allowed. Since these properties are located within 1,320 feet of a CTA rail station entrance, they are also eligible for increases in maximum building height, in

some cases to 80-feet. While off-street parking regulations are determined by building use, these transit-served locations are also eligible for off-street parking exemptions and reductions.

3.4 - Development Interest

With the recent completion of the Wilson CTA station and TOD development bonuses offered by the City of Chicago to properties within 1/4-mile of a CTA train station, it is anticipated that development interest may come to some properties along Wilson Avenue in Sheridan Park. Most notably, three single-story commercial properties would provide developers an opportunity to add residential units to parcels within this study area. These properties include:

- 1359-1367 W Wilson Avenue
- 4544-4556 N Magnolia Avenue
- 4600 N Magnolia Avenue



1255-1265 W Wilson Avenue

- Improved signage and storefront displays could increase visibility and patronage.
- High vacancy rate

4600 N Magnolia Avenue

- Narrow sidewalks with unkempt tree lawn
- Single-story commercial building which may see redevelopment interest.
- High vacancy rate

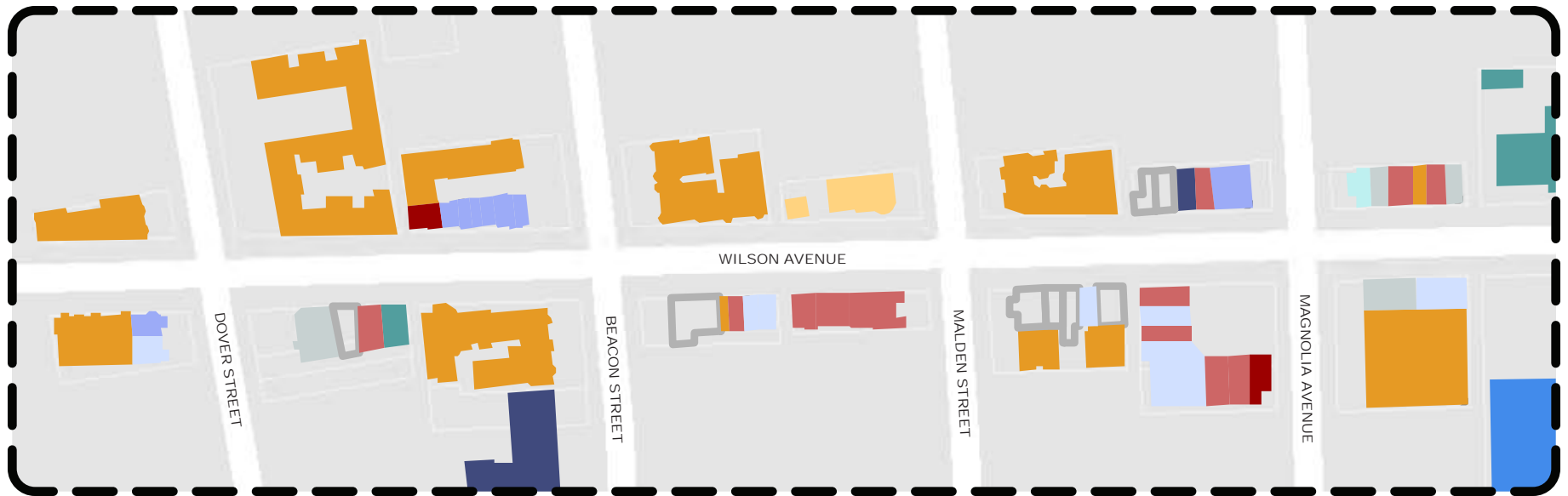


1359-1367 W Wilson Avenue

- Surface parking lot with no landscape screening
- Narrow sidewalks with unkempt tree lawn
- Single-story commercial building which may see redevelopment interest.

4544-4556 N Magnolia Avenue

- Surface parking lot with unkempt landscape screening
- Narrow sidewalks with unkempt tree lawn
- Single-story commercial building which may see redevelopment Interest.



3.5 - Commercial Vacancy

Nearly all of the commercial properties along Wilson Avenue in Sheridan Park struggle with some level of vacancy. Approximately nine (9) vacant commercial spaces account for over 10,000 square feet of available commercial space. A detailed list of vacant commercial spaces is provided on page 13.

3.6 - Business Mix

A first-floor use inventory of Wilson Avenue in Sheridan Park shows a generally healthy mix of business types, ranging from food services to professional and personal services. A detailed list of first floor use and business types are provided on page 13. Businesses that are highlighted with yellow are women-owned and businesses that are highlighted with blue are minority-owned. Green denotes woman- and minority-owned businesses.

Legend

- | | |
|---|--|
| Use by Storefront | Religious and Civic |
| ■ Retail Trade | ■ Entertainment |
| ■ Accommodation and Food Services | ■ Multi-Family Residential |
| ■ Finance and Insurance | ■ Single-Family Residential |
| ■ Professional Services | ■ Transportation and Warehousing |
| ■ Personal Services | ■ Other |
| ■ Health Care and Social Assistance | ■ Vacant |
| ■ Educational | |

| BUSINESS | FIRST FLOOR USE | PROPERTY OWNER | ADDRESS | STREET | SIZE (SQ. FT.) |
|------------------------------------|----------------------|-------------------|---------|----------|----------------|
| VACANT | VACANT | DOVER 29 LLC | 1401-A | WILSON | 913 |
| MIND BODY WELLNESS | PERSONAL SERVICE | DOVER 29 LLC | 1401-B | WILSON | 1,079 |
| HAPPY WASH | PERSONAL SERVICE | BETTY HAMAL | 1367 | WILSON | 2,608 |
| VACANT | VACANT | BETTY HAMAL | 1363 | WILSON | 1,237 |
| THE MUKASE RESTAURANT | FOOD SERVICES | BETTY HAMAL | 1361 | WILSON | 1,343 |
| THE APOSTOLIC CHURCH | RELIGIOUS | BETTY HAMAL | 1359 | WILSON | 1,232 |
| WILSON YARDS SKATE SHOP | RETAIL TRADE | J&J EQUITIES | 1354 | WILSON | 930 |
| GSK TAX SERVICES | PROFESSIONAL SERVICE | J&J EQUITIES | 1352 | WILSON | 425 |
| MTS TAX SERVICES | PROFESSIONAL SERVICE | J&J EQUITIES | 1348 | WILSON | 1,096 |
| FLASH CDL SCHOOL | PROFESSIONAL SERVICE | J&J EQUITIES | 1344 | WILSON | 790 |
| VACANT | VACANT | CLK PROPERTIES | 1325-A | WILSON | 2,318 |
| HERITAGE OUTPOST | FOOD SERVICES | CLK PROPERTIES | 1325-B | WILSON | 200 |
| THE ABODE CHICAGO | PERSONAL SERVICES | CLK PROPERTIES | 1325-C | WILSON | 636 |
| THE PUBLIC BARBER | PERSONAL SERVICE | CLK PROPERTIES | 1325-D | WILSON | 724 |
| KA'LISH SHORT ORDER VEGAN | FOOD SERVICES | HUNTER PROPERTIES | 1313 | WILSON | 1,032 |
| SAM 7 GERTIE'S VEGAN JEWISH DELI | FOOD SERVICES | HUNTER PROPERTIES | 1311 | WILSON | 1,348 |
| LONGACRE | FOOD SERVICES | HUNTER PROPERTIES | 1303 | WILSON | 2,312 |
| VACANT | VACANT | BECOVIC | 1265 | WILSON | 1,418 |
| VACANT | VACANT | BECOVIC | 1261 | WILSON | 1,057 |
| AMEN AFRICAN HAIR BRAIDING | PERSONAL SERVICE | BECOVIC | 1259 | WILSON | 1,000 |
| VACANT | VACANT | BECOVIC | 1255 | WILSON | 1,240 |
| VACANT | VACANT | MARK MICHEALS | 4600-E | MAGNOLIA | 821 |
| VACANT | VACANT | MARK MICHEALS | 4600-D | MAGNOLIA | 873 |
| HARMONY MEDICAL & WELLNESS CENTER | HEALTH CARE | MARK MICHEALS | 4600-C | MAGNOLIA | 1,122 |
| POKIOLOGY | FOOD SERVICES | MARK MICHEALS | 4600-B | MAGNOLIA | 833 |
| WAGNOLIA ANIMAL HOSPITAL | PROFESSIONAL SERVICE | MARK MICHEALS | 4600-A | MAGNOLIA | 2,068 |
| SUBWAY | FOOD SERVICES | JIN UNG KIM | 4556 | MAGNOLIA | 1,170 |
| UPTOWN DRY CLEANERS | PERSONAL SERVICES | JIN UNG KIM | 4554 | MAGNOLIA | 1,184 |
| SHAWARMA | FOOD SERVICES | JIN UNG KIM | 4552 | MAGNOLIA | 1,314 |
| WASH U COIN LAUNDRY | PERSONAL SERVICES | JIN UNG KIM | 4550 | MAGNOLIA | 4,000 |
| PALACE GATE GHANAIAI CUISINE | FOOD SERVICES | JIN UNG KIM | 4548 | MAGNOLIA | 1,369 |
| THREE HARMONY CHINESE RESTAURANT | FOOD SERVICES | JIN UNG KIM | 4546 | MAGNOLIA | 1,224 |
| MY PLACE FOOD MART | RETAIL TRADE | JIN UNG KIM | 4544 | MAGNOLIA | 1,175 |
| STATE FARM INSURANCE ALEXIS ZIMMER | PROFESSIONAL SERVICE | J&J EQUITIES | 1228 | WILSON | 937 |
| LUCKY CLEANERS | PERSONAL SERVICE | J&J EQUITIES | 1226 | WILSON | 1,000 |
| EMERALD CITY COFFEE | FOOD SERVICES | J&J EQUITIES | 1224 | WILSON | 2,121 |
| OFFICE TENANT | PERSONAL SERVICE | J&J EQUITIES | 1216 | WILSON | 780 |
| WILSON OPTICAL | PERSONAL SERVICE | DAVID DEWAARD | 1217-A | WILSON | 1,000 |
| SALON RIKK | PERSONAL SERVICE | DAVID DEWAARD | 1217-B | WILSON | 567 |

3.7 - Stakeholder Interviews

Wilson Avenue in Sheridan Park includes five block clubs, all of which have been included in stakeholder interviews by Uptown United. The block clubs include:

- *Sheridan Park Neighbors Association*
- *Dover Street Neighbors Association*
- *Beacon Block Club*
- *Graceland-Wilson Neighbors Association*
- *Magnolia Malden Neighbors Association*

Additionally, a number of business and property owners were interviewed. Common themes from these interviews are summarized below.

Land Use and Property Features

The most stable businesses appear to be along the 1300 Block of Wilson Avenue where a greater number of apartment units exists. Greater residential density along other blocks might help to fill vacant storefronts. The Magnolia Gardens building seems to have set the precedent for height. Since Sheridan Park is a historic district, features of existing properties should be used for context and guide decision making.



Streetscape and Urban Design

The wide sidewalks along Wilson Avenue are a valuable asset, and the quintessential block in this area is the 1300 Block of Wilson Avenue where there are trees in grates, planters, bike racks, sidewalk cafes, and metered parking. There are some blocks that look very unkempt, and landscaping in those areas could go a long way. The blocks closest to the Wilson Station are the most uncomfortable to walk down. It makes Sheridan Park feel disconnected from the new train station and North Broadway.

Wilson Avenue could use traffic calming. While the sidewalks are comfortable, crossing the street or riding a bicycle on the street is still challenging. Some people ride bikes on the sidewalk and that is problematic. There are no real gathering spaces along Wilson Avenue. Truman College could thoughtfully open up their courtyard space for public use, but be designed in a way to discourage loitering. Branding, signage, and wayfinding are needed. Argyle Street and Andersonville have done this well, but it's not seen in other parts of Uptown.

Business Development and Support

Existing businesses seem to provide a good amount of daytime traffic, like the coffee shops. It would be nice to add businesses that can activate the street later into the evening such as dinner, dessert, and drink places. Events on Sunnyside Mall and at the Wilson Underline have been very successful. It would be nice to extend those events to the commercial parts of Wilson Avenue to support local businesses. A number of existing businesses could have a better street presence to make them more inviting and to enhance the streetscape. Better signage, more transparent windows, and sidewalk cafes should be recommended for all of the businesses along Wilson Avenue.



Wilson Avenue - Sheridan Park Interview Summary

- #1** The sidewalks are great, but it can be difficult to cross the street or ride your bike on the street.
- #2** There's plenty to do during the day, but nowhere to go at night.
- #3** Sheridan Park is a special place, let's let people know that!
- #4** Wilson Avenue is very pedestrian friendly, let's enhance that!
- #5** Sheridan Park is a historic district, let's be sensitive to context.

3.8 - Preliminary Recommendations

Based on an analysis of existing conditions and input provided by local stakeholders, Uptown United has developed a set of preliminary recommendations for Wilson Avenue in Sheridan Park. These recommendations will be presented to the community and further input will be received as these recommendations are more fully developed.

Crosswalks and Tree Pits

- Enhance crosswalks with artwork and improve tree pits with landscaping.

Design Guidelines for Redevelopment

- Develop design guidelines for potential redevelopment of 1359-67 Wilson Avenue.

Improve Sidewalk at 1359-67 Wilson Avenue

- Pave tree lawn to widen sidewalk in order to create more pedestrian space and allow for sidewalk cafes and other amenities.



Improve Sidewalk at Magnolia Avenue

- Pave tree lawns to widen sidewalk in order to create more pedestrian space and allow for sidewalk cafes and other amenities.

Design Guidelines for Redevelopment

- Develop design guidelines for potential redevelopment of 4544-4556 Magnolia Avenue.

Facade and Signage Improvements

- Improve signage, storefronts, and facade at 1259-1265 Wilson Avenue.

Public Space Enhancements

- Work with Truman College to thoughtfully open up the space for public use, but be designed in a way to discourage loitering.



3.9 - Preliminary Implementation Matrix

Since implementing the preliminary recommendations will take time as well as the collaboration of several agencies and organizations, setting clear priorities and expectations at the beginning of the process will be critically important to achieving short term goals and building the momentum necessary for undertaking more complex projects in the

long range. Therefore, an implementation matrix that outlines specific initiatives and the general timeline for their completion is presented below. Included in the Implementation Matrix are the essential details related to each preliminary recommendation.

| PRELIMINARY RECOMMENDATION | TIMELINE | RESPONSIBLE PARTIES | COST LEVEL | FUNDING SOURCES |
|--|----------|--|-------------|--|
| Improve signage, storefronts, and facade at 1259-1265 Wilson Avenue | 2020 | <ul style="list-style-type: none"> • Uptown United • Amen African Hair Braiding • <i>Becovic Management Group</i> | < \$50,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| Develop design guidelines for redevelopment of 1359-67 Wilson Avenue and 4544-4556 Magnolia Avenue | 2021 | <ul style="list-style-type: none"> • Uptown United • Sheridan Park Neighbors • <i>46th Ward Alderman</i> | < \$25,000 | <ul style="list-style-type: none"> • Uptown SSA |
| Improve Sidewalk at 4600 Magnolia Avenue, 4544-4556 Magnolia Avenue, and 1359-67 Wilson Avenue | 2022 | <ul style="list-style-type: none"> • 46th Ward Alderman • Uptown United • <i>Betty Hamal</i> • <i>Mark Micheals</i> • <i>Jin Ung Kim</i> | < \$100,000 | <ul style="list-style-type: none"> • Menu Funds • Uptown SSA • Private Funds |
| Enhance Crosswalks and Tree Pits | 2023 | <ul style="list-style-type: none"> • Uptown United • 46th Ward Alderman | < \$100,000 | <ul style="list-style-type: none"> • Uptown SSA • Menu Funds |
| Public Space Enhancements at Truman College | 2024 | <ul style="list-style-type: none"> • Truman College • Uptown United • 46th Ward Alderman | < \$100,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Wilson Yard TIF • Menu Funds • City Colleges |

**Wilson Avenue
East of Broadway**



4.0 - Wilson Avenue (East of Broadway)

Wilson Avenue between Kenmore Avenue and Marine Drive consists of a mix of residential, commercial, and mixed-use properties that are typically pedestrian-oriented. This 1/2-mile stretch of Wilson Avenue is a commercial “Main Street” for Uptown’s Clarendon Park and Lakeside Area sub-neighborhoods. This part of Uptown greets the city’s biggest attraction—the lakefront. Montrose Harbor, Clarendon Park, and area beaches attract locals and visitors for sports, boating, biking, bird-watching, swimming, concerts, and more. There are many opportunities for local businesses to serve the lake-going crowd, as well as the new residents of several mixed-use developments and Weiss Memorial Hospital’s 700+ employees. This area is a contrast of high-rise residential buildings among smaller historic apartments and homes, which directly face the lake. In warm months, thousands pack Montrose Beach and Harbor daily.

4.1 - Land Use and Property Features

A majority of the commercial and mixed-use buildings along this stretch of Wilson Avenue are in fair condition, with commercial storefronts facing wide sidewalks with streetscape amenities such as bike racks. A few commercial properties however, are auto-oriented with wide curb cuts and parking lots fronting the sidewalk. Additionally, for some existing businesses, improved signage and storefront displays could increase visibility and patronage.

4.2 - Streetscape and Urban Design

While most of the Wilson Avenue streetscape East of Broadway consists of twenty-foot wide sidewalks with streetscape amenities such as bike racks, the condition of these sidewalks and amenities are in poor condition. Sidewalks are cracked and in some cases curbs are crumbling. Street trees exist, however tree pit landscaping or tree grates are missing. Many of the amenities such as trash cans and bus shelters are worn and inconsistent, creating an overall lack of identity for the area.

4.3 - Existing Zoning

Commercial properties along Wilson Avenue in Clarendon Park are typically located in either the B3-2, B3-3, or B3-5 Community Shopping zoning districts. The primary purpose of the B3 district is to accommodate a very broad range of retail and service uses, often in the physical form of shopping centers or larger buildings than found in the B1 and B2 districts.

The B3 district permits residential dwelling units above the ground floor and building height limits vary by building type and lot frontage. In general, the Dash 2 designation allows for building heights of 45 to 50-feet and the Dash 5 designation allows for building heights of 50 to 80-feet. Since these properties are located within 1,320 feet of a CTA rail station entrance, the Dash 3 designated properties are eligible for increases in maximum building height, in

some cases to 80-feet. While off-street parking regulations are determined by building use, the Dash 3 properties are also eligible for off-street parking exemptions and reductions.

3.4 - Development Interest

With the recent completion of the Wilson CTA station and TOD development bonuses offered by the City of Chicago to properties within 1/4-mile of a CTA train station, it is anticipated that development interest may come to some properties along this portion of Wilson Avenue. Most notably, two single-story, auto-oriented commercial properties with drive-thrus would provide developers an opportunity to add residential units to parcels within this study area, as well as a vacant lot located at 823 Wilson.



Sonic and McDonald's

- Auto-oriented, single-story, national chain fast-food restaurants.
- Sonic (1046 Wilson) zoned B3-2.
- McDonalds (4600 Sheridan) zoned B3-3.

Uplift Community High School

- Discuss future plans with CPS.
- Property zoned B3-5.

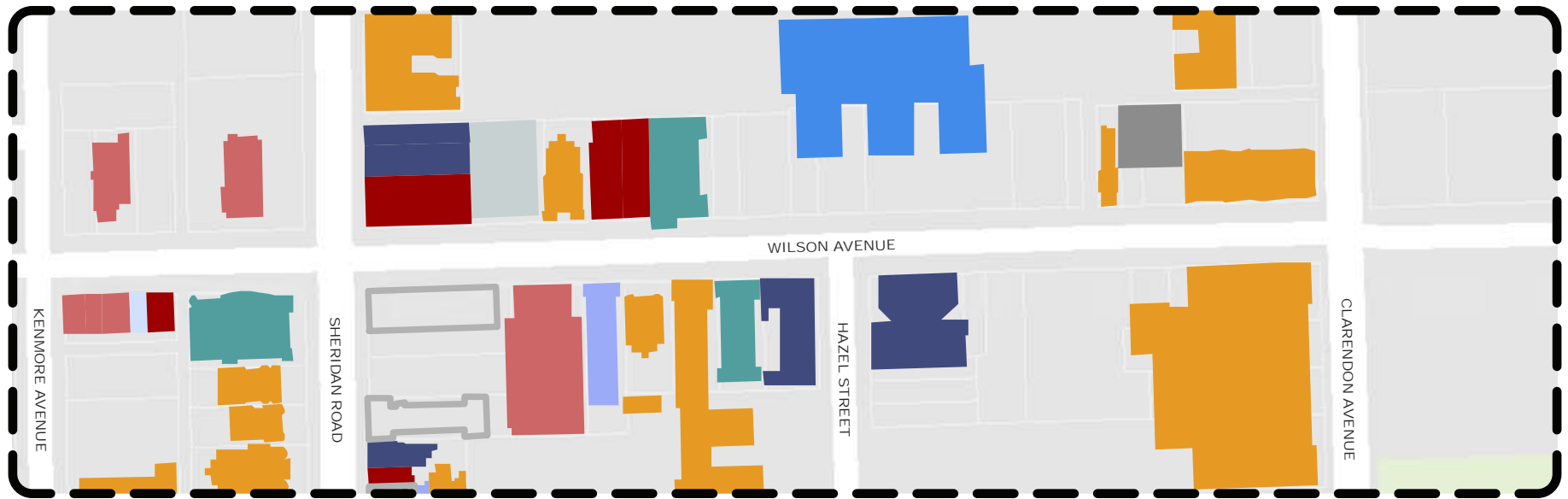


1017-1031 W Wilson Avenue

- Improved signage and storefront displays could increase visibility and patronage.
- Improve streetscape with amenities such as planters and bike racks.
- Property zoned B3-3.

823 W Wilson Avenue

- Discuss future plans with property owner.
- Property zoned B3-5.



4.5 - Commercial Vacancy

Nearly all of the commercial spaces along this portion of Wilson Avenue are occupied. There is, however, a vacant lot located at 823 W Wilson Avenue that is located in the B3-5 zoning district.

4.6 - Business Mix

A first-floor use inventory of this portion of Wilson Avenue shows a generally healthy mix of business types, ranging from food services to professional and personal services. A detailed list of first floor use and business types are provided on page 23. Businesses that are highlighted with orange are minority-owned. Businesses that are highlighted in red are venues that on occasion can draw large crowds. Businesses that are highlighted with yellow are women-owned and businesses that are highlighted with blue are minority-owned. Green denotes woman- and minority-owned businesses.

Legend

- | | |
|-------------------------------------|----------------------------------|
| Use by Storefront | Religious and Civic |
| ■ Retail Trade | ■ Entertainment |
| ■ Accommodation and Food Services | ■ Multi-Family Residential |
| ■ Finance and Insurance | ■ Single-Family Residential |
| ■ Professional Services | ■ Transportation and Warehousing |
| ■ Personal Services | ■ Other |
| ■ Health Care and Social Assistance | ■ Vacant |
| ■ Educational | |

| BUSINESS | FIRST FLOOR USE | PROPERTY OWNER | ADDRESS | STREET | SIZE |
|------------------------------------|----------------------|----------------------------|---------|----------|--------|
| SONIC | FOOD SERVICES | BOOM ENTERPRISES | 1022 | WILSON | 4,852 |
| MCDONALDS | FOOD SERVICES | MCDONALDS | 1004 | WILSON | 5,225 |
| VOICE OF THE PEOPLE | PROFESSIONAL SERVICE | HORIZAN GROUP MNGT | 4613 | SHERIDAN | 8,965 |
| UPTOWN SHOP & SAVE | RETAIL TRADE | HORIZAN GROUP MNGT | 4605 | SHERIDAN | 8,660 |
| THRIFT MART | RETAIL TRADE | ABDUL KAREEM DHANANI | 928 | WILSON | 5,046 |
| CITIZEN SKATEBOARD SHOP | RETAIL TRADE | JPUSA | 920-A | WILSON | 4,489 |
| JESUS PEOPLE USA COVENANT CHURCH | RELIGIOUS | JPUSA | 920-B | WILSON | 9,242 |
| WMH RECEIVING | OTHER | HORIZON REALTY GROUP | 820 | WILSON | 6,623 |
| UPTOWN PIZZA & BARBECUE | FOOD SERVICES | VASILIOS REVELIS | 1031 | WILSON | 1,496 |
| OSAS AFRICAN RESTAURANT - NIGERIAN | FOOD SERVICES | VASILIOS REVELIS | 1027 | WILSON | 1,060 |
| TESFA ETHIOPIAN CUISINE | FOOD SERVICES | VASILIOS REVELIS | 1023 | WILSON | 1,865 |
| VISION OF BEAUTY | PERSONAL SERVICE | VASILIOS REVELIS | 1021 | WILSON | 1,108 |
| MAKOLA AFRICAN SUPERMARKET | RETAIL TRADE | VASILIOS REVELIS | 1017 | WILSON | 1,755 |
| UPTOWN BAPTIST CHURCH | RELIGIOUS | UPTOWN BAPTIST CHURCH | 1011 | WILSON | 11,000 |
| VACANT | VACANT | UPSHORE CHAPTER APARTMENTS | 949 | WILSON | x,xxx |
| EVERYBODY'S COFFEE / WILSON ABBEY | FOOD SERVICES | JPUSA | 935 | WILSON | 18,056 |
| OFFICE SPACE | PROFESSIONAL SERVICE | COMM HSG PRTNR XI | 927 | WILSON | 6,188 |
| EZRA MULTI-SERVICE CENTER | HEALTH CARE | EZRA | 909 | WILSON | 6,230 |
| HEARTLAND HEALTH CENTER | HEALTH CARE | CITY OF CHICAGO | 845 | WILSON | 13,209 |

4.7 - Stakeholder Interviews

Wilson Avenue East of Broadway Park includes three block clubs, all of which have been included in stakeholder interviews by Uptown United. The block clubs include:

- *Lakeside Area Neighbors Association*
- *Clarendon Park Neighbors Association*
- *Truman Square Neighbors*

Additionally, a number of business and property owners were interviewed. Common themes from these interviews are summarized below.

Land Use and Property Features

For an area that is so well served by public transit, there seems to be too much space dedicated to cars. There also seems to be a lot of single-use properties where mixed-use development could take better advantage of real estate located close to the L and the lakefront. Taller buildings with more residential units would make sense on this stretch of Wilson Avenue. There is a real lack of identity on this stretch of Wilson Avenue, it doesn't really feel like a commercial corridor. Unfortunately vacant lots and parking lots provide areas for loitering and criminal activity. Uplift Community High School hopes to improve their image, part of which includes making their campus more inviting. In general, this stretch of Wilson Avenue seems inactive.

Streetscape and Urban Design

The wide sidewalks along Wilson Avenue are a valuable asset and could be enhanced with planters, bike racks, and sidewalk cafes. This also provides an opportunity for neighborhood branding. There seems to be a lot of litter and loitering, especially near the fast food restaurants. Large areas of inactive street wall (*at parking facilities, fences, or non-active use adjacent to the sidewalk*) inhibit casual strolling and leisure pedestrian traffic. The streetscape experience does not always feel like it was built for pedestrians. The street could be more inviting to cyclist as well, creating a better connection to the lakefront from the neighborhood. The curb cuts along Wilson Avenue, especially on the north side, do not encourage pedestrian activity. Additionally, business signage and window displays could be improved to better draw customers and highlight the businesses that represent Uptown's diverse community.

Business Development and Support

Chain retailers don't provide a unique experience, similar to that found in other parts of Uptown. This stretch of Wilson Avenue really doesn't feel like a commercial corridor at all. Some businesses that do exist have poor visibility and signage, which further degrades the commercial quality of the street. More residential units on this stretch of Wilson Avenue might help to support or spur more business activity. Parts of Wilson Avenue are designated as "dry" limiting the potential for restaurants or retailers to serve alcohol. The lack of a critical mass of commercial uses makes it tough for the commercial uses that currently exist.



Wilson Avenue - East of Broadway Interview Summary

- #1** This part of the neighborhood is too auto-oriented.
- #2** There is a lack of identity for this part of Wilson Avenue.
- #3** There's plenty of room for more residents and businesses.
- #4** There are active sidewalks, but not active buildings.
- #5** This could be Uptown's gateway to the lakefront!

4.8 - Preliminary Recommendations

Based on an analysis of existing conditions and input provided by local stakeholders, Uptown United has developed a set of preliminary recommendations for Wilson Avenue in Clarendon Park. These recommendations will be presented to the community and further input will be received as these recommendations are more fully developed.

Design Guidelines for Redevelopment

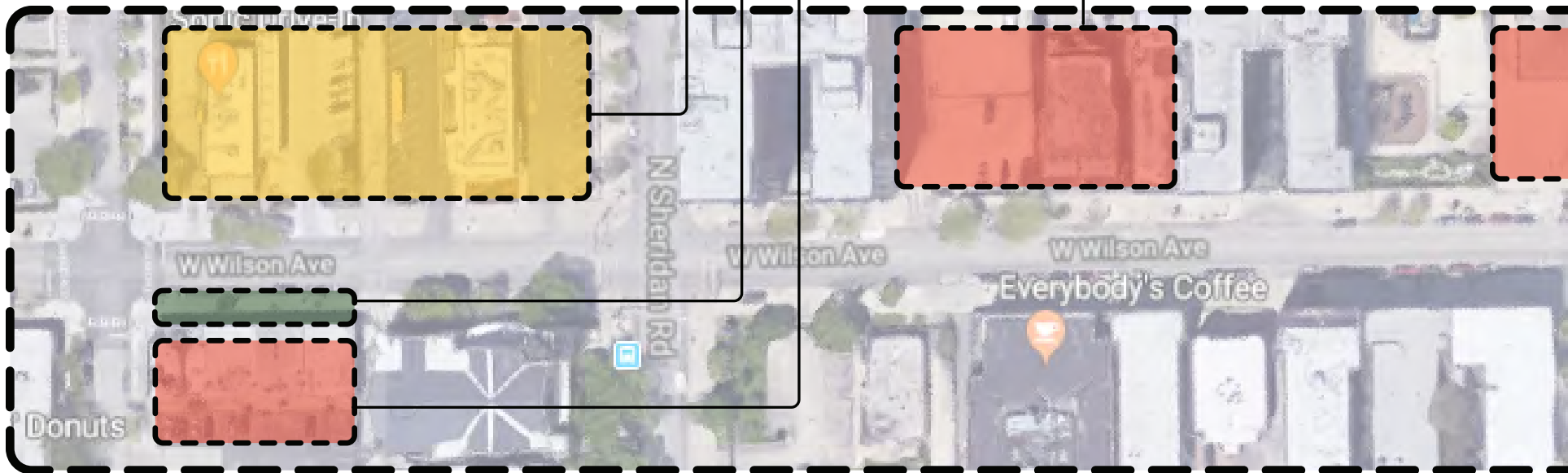
- Develop design guidelines for potential redevelopment of 1004-22 Wilson Avenue.

Sidewalk Cafes at 1017-31 Wilson Avenue

- Encourage restaurants to install sidewalk cafes to enhance pedestrian experience.

Facade and Signage Improvements

- Improve signage, storefronts, and facades at 928 and 1017-31 W Wilson Avenue as well as Sheridan Plaza parking garage.



Improve Screening and Landscaping

- Improve screening and landscaping of loading dock at 820 W Wilson Avenue.

Design Guidelines for Redevelopment

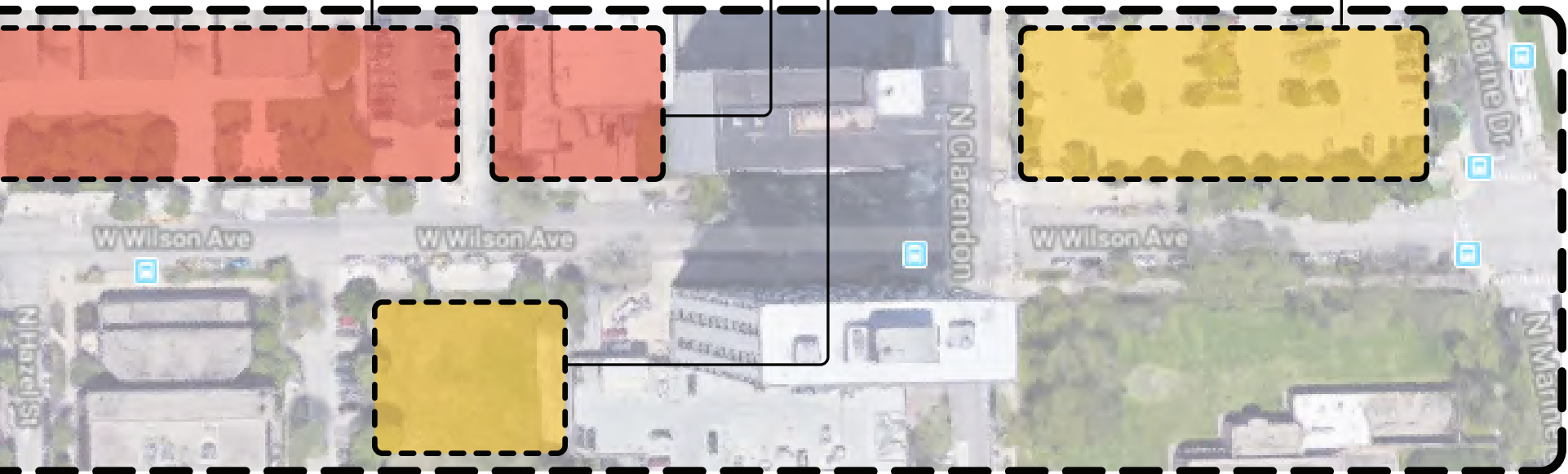
- Develop design guidelines for potential redevelopment of 823 W Wilson Avenue.

Public Space Enhancements

- Work with Uplift High School to improve plaza access, visibility, and use.

Design Guidelines for Redevelopment

- Develop design guidelines for potential redevelopment of Weiss surface parking lot.



4.9 - Preliminary Implementation Matrix

Since implementing the preliminary recommendations will take time as well as the collaboration of several agencies and organizations, setting clear priorities and expectations at the beginning of the process will be critically important to achieving short term goals and building the momentum necessary for undertaking more complex projects in the

long range. Therefore, an implementation matrix that outlines specific initiatives and the general timeline for their completion is presented below. Included in the Implementation Matrix are the essential details related to each preliminary recommendation.

| PRELIMINARY RECOMMENDATION | TIMELINE | RESPONSIBLE PARTIES | COST LEVEL | FUNDING SOURCES |
|--|----------|---|------------|---|
| Improve signage, storefronts, and facade at 928 and 1017-31 Wilson Avenue as well as Sheridan Plaza parking garage | 2021 | <ul style="list-style-type: none"> • Uptown United • AFI Hair Braiding • Makola African Supermarket • Thrift Mart | < \$50,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • SBIF Program • Private Funds |
| Develop design guidelines for redevelopment of 1004-22 Wilson Avenue, 823 Wilson Avenue, and Weiss surface parking lot | 2022 | <ul style="list-style-type: none"> • Uptown United • Lakeside Area Neighbors • Clarendon Park Neighbors • Truman Square Neighbors • <i>46th Ward Alderman</i> | < \$25,000 | <ul style="list-style-type: none"> • Uptown SSA |
| Improve Sidewalk at 1017-31 Wilson Avenue with additional sidewalk cafes and planters. | 2023 | <ul style="list-style-type: none"> • Uptown United • Uptown Pizza & Barbecue • Osas African Restaurant • Tesfa Ethiopian Cuisine | < \$50,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Uptown SSA • Private Funds |
| Improve screening and landscaping of loading dock at 820 W Wilson Avenue | 2024 | <ul style="list-style-type: none"> • Weiss Hospital • Uptown United • 46th Ward Alderman | < \$25,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| Public Space Enhancements at Uplift Community High School | 2025 | <ul style="list-style-type: none"> • Chicago Public Schools • Uptown United • 46th Ward Alderman | < \$50,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Wilson Yard TIF • Chicago Public Schools |

North Broadway 4400 Block



5.0 - 4400 Block of North Broadway

The 4400 Block of North Broadway between Montrose and Sunnyside Avenues consists of a mix of commercial and mixed-use properties. This 1/8-mile stretch of North Broadway is often referred to as “Wilson Yard” because it is the location where an elevated CTA rail yard and train repair facility stood until being destroyed by fire in 1996. In 2010 this site was redeveloped with two 7-story buildings, a family building and a senior building, as well as major retail tenants including: Target, Subway, Aldi’s, PNC Bank, Core Power Yoga, U.S. Nails, Weight Watchers, Bedding Experts, HairCuttery, and AT&T. In 2017 the Wilson El Station reconstruction project added purple line service as well as a new station entrance at Sunnyside Avenue and North Broadway. The 4400 Block of North Broadway is also home to Chicago’s Pride Parade, which kicks-off at the intersection of North Broadway and Montrose Avenue.

5.1 - Land Use and Property Features

The west side of the 4400 Block of North Broadway consists of newly constructed commercial and residential space, all in good condition. The east side of this block however has a number of properties that appear to be in fair to poor condition. Although a strong pedestrian street wall is present for the length of the block, many storefronts lack proper signage or have limited visibility into commercial spaces from the public way.

5.2 - Streetscape and Urban Design

In general, the sidewalks along the 4400 Block of North Broadway are in good condition. This streetscape was completed in 2010 as part of the “Wilson Yard” redevelopment. A majority of the sidewalks are approximately 20-foot wide, which is appropriate for a commercial corridor. There are approximately six planters with an average size of 35 feet long by 8 feet wide. Each fenced planter includes two trees, perennial plantings, and in-ground irrigation. While these planters add visual interest to the streetscape, they can limit the opportunity for businesses to install sidewalk cafes.

The triangular median between Montrose, Sheridan, and North Broadway at the south end of the 4400 Block could be enhanced to be safer and more inviting to pedestrians. Traffic calming strategies such as “bump-outs” could also be implemented at this intersection. This intersection makes the 4400 Block of North Broadway feel very disconnected from Montrose Avenue and Buena Park.

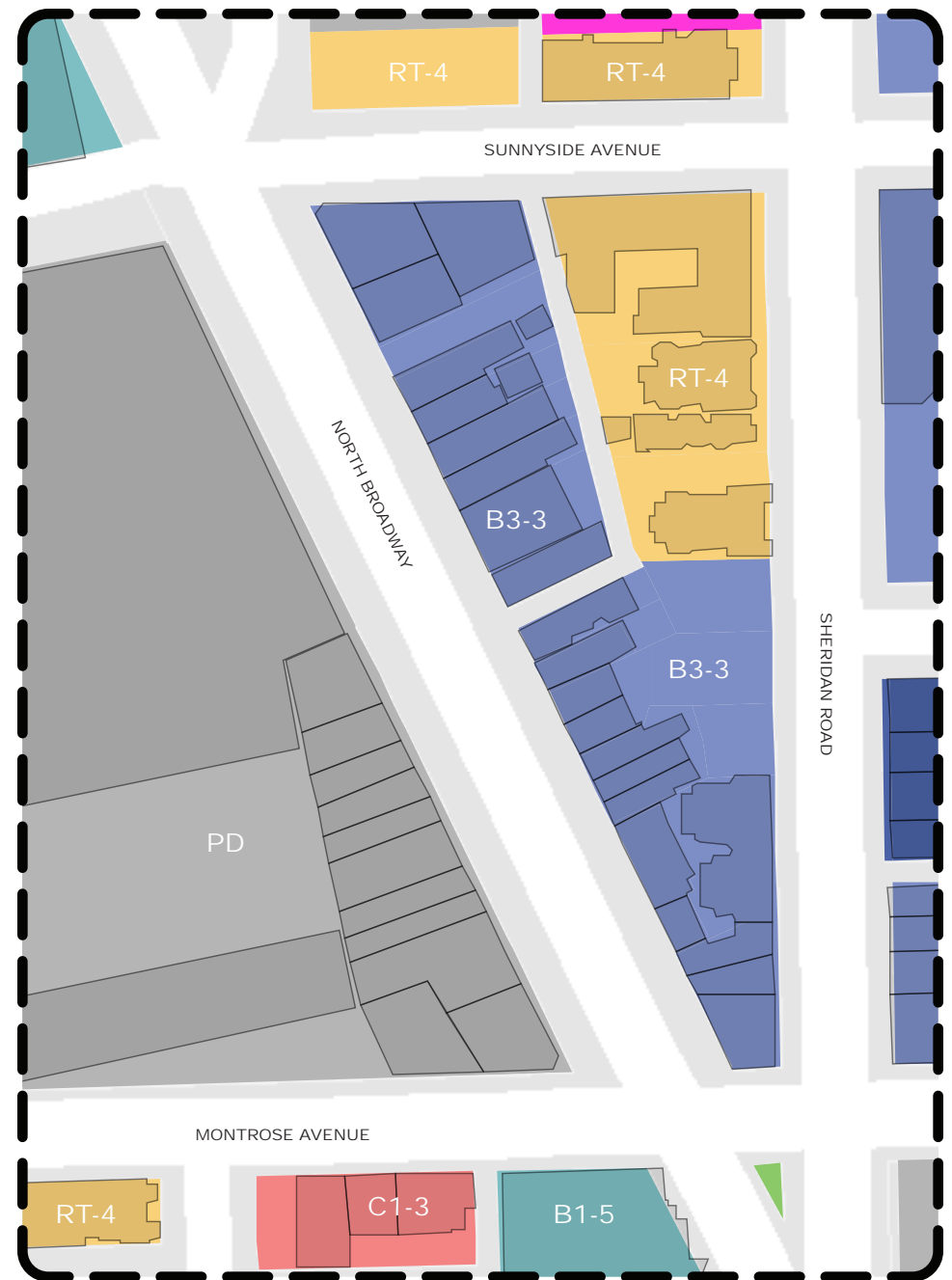
5.3 - Existing Zoning

Commercial properties located on the west side of the 4400 Block of North Broadway are located in the “Wilson Yard” Planned Development. Commercial properties along the east side of the 4400 Block of North Broadway are located in the B3-3 Community Shopping zoning district. The primary purpose of the B3 district is to accommodate a very broad range of retail and service uses. Development in B3 districts will generally be destination-oriented, with a large percentage of customers arriving by automobile. Therefore, the supply of off-street parking will tend to be higher in B3 districts than in B1 and B2 districts.

The B3 district permits residential dwelling units above the ground floor and building height limits vary by building type and lot frontage. In general, building heights of 65-feet are allowed. Since these properties are located within 1,320 feet of a CTA rail station entrance, they are also eligible for increases in maximum building height, in some cases to 80-feet. While off-street parking regulations are determined by building use, these transit-served locations are also eligible for off-street parking exemptions and reductions.

5.4 - Development Interest

While TOD development bonuses are available to development projects along this block, redevelopment opportunities appear to be severely limited as nearly all of the properties along the 4400 Block of North Broadway are occupied by multi-story, mixed-use buildings.



4455 North Broadway

- Vacant lot provides small infill development opportunity.
- Near-term opportunity for neighborhood signage or mural project.

4409 - 4433 North Broadway

- Improved signage and storefront displays could increase visibility and patronage.
- High vacancy rate



5.5 - Commercial Vacancy

Most of the commercial properties along the 4400 Block of North Broadway are occupied. There are approximately five (5) vacant commercial spaces which account for over 10,000 square feet of available commercial space. A detailed list of vacant commercial spaces is provided on page 33.

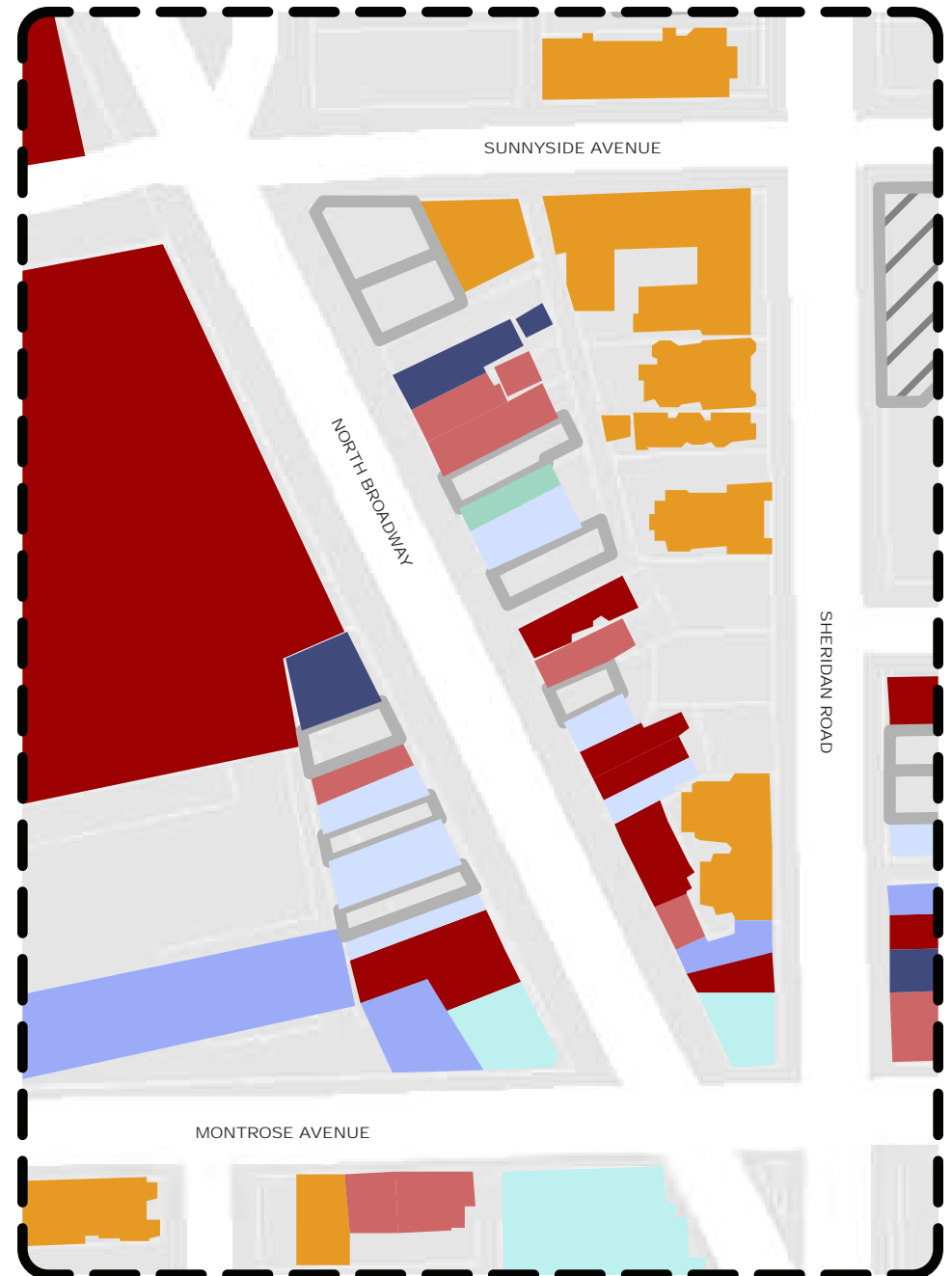
5.6 - Business Mix

A first-floor use inventory of the 4400 Block of North Broadway shows a generally healthy mix of business types, ranging from food services to personal services. A detailed list of first floor use and business types are provided on page 33.

Legend

Use by Storefront

- Retail Trade
- Accommodation and Food Services
- Finance and Insurance
- Professional Services
- Personal Services
- Health Care and Social Assistance
- Educational
- Religious and Civic
- Entertainment
- Multi-Family Residential
- Single-Family Residential
- Transportation and Warehousing
- Other
- Vacant



| BUSINESS | FIRST FLOOR USE | PROPERTY OWNER | ADDRESS | STREET | SIZE |
|----------------------------------|-----------------------|------------------------|---------|-----------|--------|
| TARGET | RETAIL TRADE | TARGET CORP | 4466 | BROADWAY | 89,679 |
| WEIGHT WATCHERS | HEALTH CARE | WILSON YARD LLC | 4444 | BROADWAY | 2,658 |
| VACANT | FOOD SERVICE | WILSON YARD LLC | 4442 | BROADWAY | 1,890 |
| SUBWAY RESTAURANT | FOOD SERVICE | WILSON YARD LLC | 4436 | BROADWAY | 1,450 |
| HAIR CUTTERY | PERSONAL SERVICE | WILSON YARD LLC | 4434 | BROADWAY | 1,574 |
| VACANT | VACANT | WILSON YARD LLC | 4430 | BROADWAY | 1,425 |
| COREPOWER YOGA | HEALTH CARE | WILSON YARD LLC | 4428 | BROADWAY | 2,928 |
| VACANT | VACANT | WILSON YARD LLC | 4424 | BROADWAY | 1,746 |
| US NAIL & SPA | PERSONAL SERVICE | WILSON YARD LLC | 4420 | BROADWAY | 1,673 |
| AT&T STORE | RETAIL TRADE | WILSON YARD LLC | 4414 | BROADWAY | 4,467 |
| PNC BANK | FINANCE AND INSURANCE | WILSON YARD LLC | 4400 | BROADWAY | 2,969 |
| VACANT | RETAIL TRADE | RRE SUNNYSIDE HOLDINGS | 1025-A | SUNNYSIDE | 3,248 |
| VACANT | RETAIL TRADE | RRE SUNNYSIDE HOLDINGS | 1025-B | SUNNYSIDE | 2,514 |
| CHICAGO TREATMENT & COUNSELING | HEALTH CARE | M & D PARTNERSHIP | 4453 | BROADWAY | 2,250 |
| MISO ASIAN KITCHEN | FOOD SERVICE | ANNE KAO | 4449 | BROADWAY | 1,445 |
| NIGERIAN KITCHEN RESTAURANT INC. | FOOD SERVICE | ANTHONY DISCEPOLO | 4447 | BROADWAY | 2,291 |
| VACANT | VACANT | ANTHONY DISCEPOLO | 4445 | BROADWAY | 2,192 |
| DRINK & INK | ENTERTAINMENT | PAULCO LLC | 4443 | BROADWAY | 1,000 |
| TATTOO FACTORY | PERSONAL SERVICE | PAULCO LLC | 4441 | BROADWAY | 2,455 |
| VACANT | VACANT | BROADWAY 4437 LLC | 4437 | BROADWAY | 2,010 |
| BEAUTY ISLAND | PERSONAL SERVICE | ERNEST V CELMER | 4433 | BROADWAY | 1,818 |
| TOLOTZIN MEXICAN CUISINE | FOOD SERVICE | ANNE KAO | 4431 | BROADWAY | 1,395 |
| VACANT | VACANT | PAULCO LLC | 4429 | BROADWAY | 1,115 |
| TREASURE HAIR STUDIO | FOOD SERVICE | GEORGE PETRONI | 4427 | BROADWAY | 1,097 |
| METRO PCS | RETAIL TRADE | GEORGE PETRONI | 4425 | BROADWAY | 1,358 |
| AFRICAN WONDERLAND IMPORTS | RETAIL TRADE | GEORGE PETRONI | 4423 | BROADWAY | 500 |
| 8505 SALON | PERSONAL SERVICE | GEORGE PETRONI | 4421 | BROADWAY | 560 |
| AZUSA LIQUORS | RETAIL TRADE | KAMEL EGAL | 4411 | BROADWAY | 2,175 |
| GRACE AFRICAN RESTAURANT | FOOD SERVICE | KAMEL EGAL | 4409 | BROADWAY | 766 |
| LIBERTY TAX SERVICES | PROFESSIONAL SERVICE | BROADWAY MONTROSE BLDG | 4407 | BROADWAY | 1,416 |
| GREEN STAR COMMUNICATION INC. | RETAIL TRADE | BROADWAY MONTROSE BLDG | 4405 | BROADWAY | 1,163 |
| BROADWAY-MONTROSE NEW CURRENCY | FINANCE AND INSURANCE | BROADWAY MONTROSE BLDG | 1002 | MONTROSE | 2,093 |

5.7 - Stakeholder Interviews

The 4400 Block of North Broadway in Uptown includes three block clubs, all of which have been included in stakeholder interviews by Uptown United. The block clubs include:

- *Buena Park Neighbors*
- *Clarendon Park Neighbors Association*
- *Graceland Wilson Neighbors Association*

Additionally, a number of business and property owners were interviewed. Common themes from these interviews are summarized below.

Land Use and Property Features

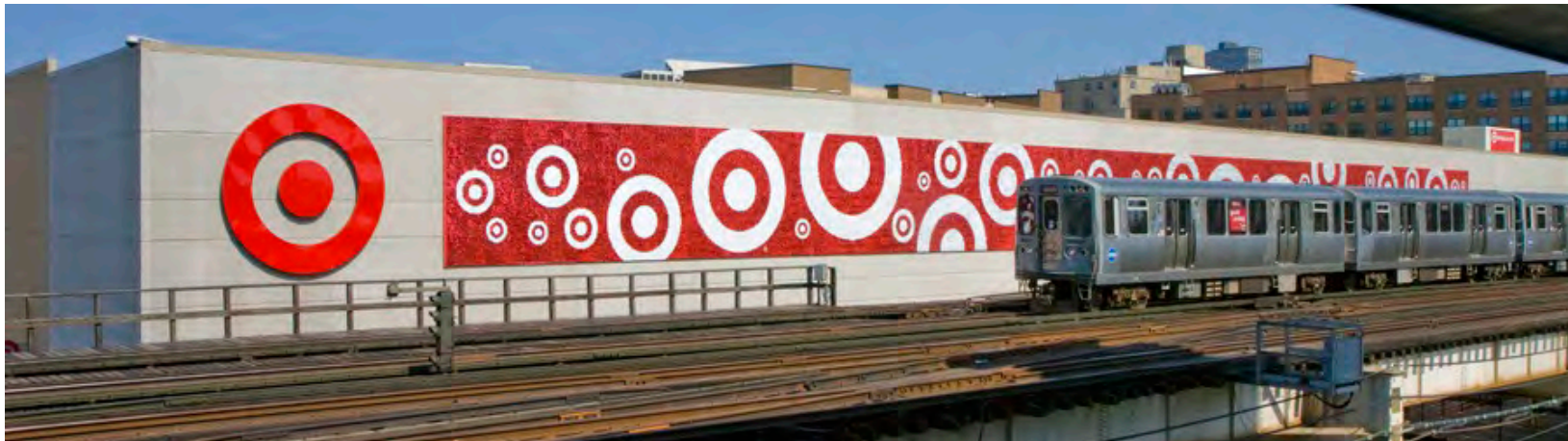
The east side of this block looks pretty run down and empty. There is poor signage and it's hard to tell which businesses are open, and which ones are closed. This is especially true between North Broadway and Sheridan Road on the north side of Montrose Avenue, which is the most visible location and a gateway to North Broadway. The west side of this block is new, but also kind of bland. The storefronts are not unique or memorable. More creative signage should be incorporated.

Streetscape and Urban Design

The triangular median between Montrose, Sheridan, and North Broadway could be enhanced to be safer and more inviting to pedestrians. Traffic calming strategies such as “bump-outs” should also be implemented at this intersection. This intersection makes Montrose Avenue and Buena Park feel very disconnected from North Broadway businesses for pedestrians. The curbed landscape planters along North Broadway limits the ability for some restaurants to have sidewalk cafes. They also make the sidewalks feel too narrow and a bit uncomfortable. Many seniors reside in this area, so any improvements for pedestrian comfort and safety will especially benefit these residents.

Business Development and Support

Stakeholders noted a major problem with loitering and public drinking during the day near the Chicago Treatment & Counseling Center. People tend to block the sidewalk and sit on the landscaped planters. Business owners and residents commented that this loitering makes it difficult for businesses to feel welcoming.





North Broadway - 4400 Block Interview Summary

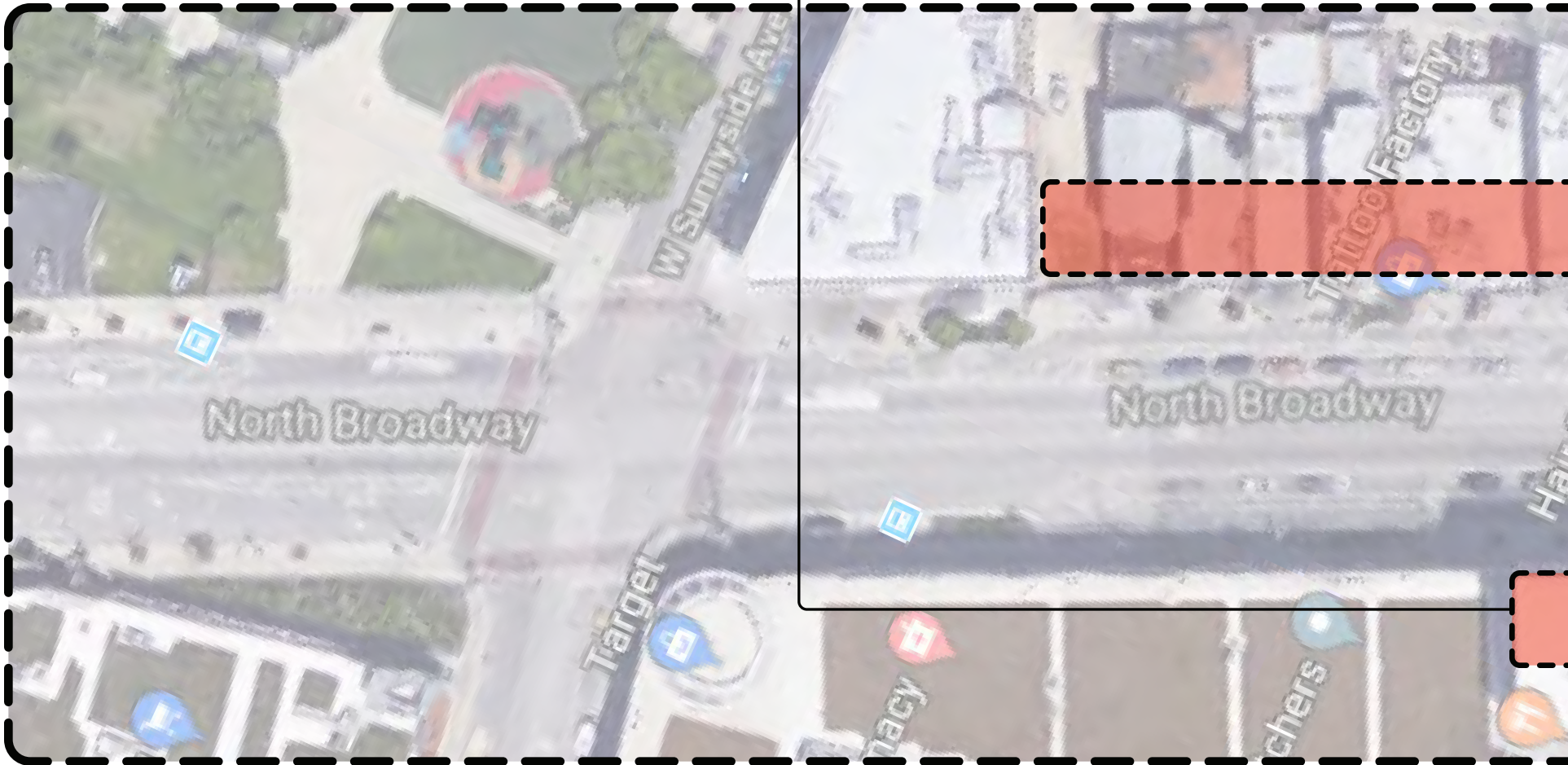
- #1** The east side of the block is desolate and seems empty.
- #2** The west side of the block is new, but kind of bland.
- #3** The Broadway/Sheridan/Montrose intersection and triangle median should be a gateway, not a barrier.
- #4** The planters are nice, but limit the usable space of the sidewalk.
- #5** Loitering issues are a challenge for local businesses.

5.8 - Preliminary Recommendations

Based on an analysis of existing conditions and input provided by local stakeholders, Uptown United has developed a set of preliminary recommendations for the 4400 Block of North Broadway. These recommendations will be presented to the community and further input will be received as these recommendations are more fully developed.

Signage Improvements and Sidewalk Cafes

- Improve pedestrian signage and install sidewalk cafes along 4400-42 N. Broadway.



Facade and Signage Improvements

- Improve signage, storefronts, and facades at 4401-53 North Broadway.

Triangle Intersection Traffic Calming

- Explore alternatives for traffic calming and “bump-outs” at triangle intersection.



5.9 - Preliminary Implementation Matrix

Since implementing the preliminary recommendations will take time as well as the collaboration of several agencies and organizations, setting clear priorities and expectations at the beginning of the process will be critically important to achieving short term goals and building the momentum necessary for undertaking more complex projects in the

long range. Therefore, an implementation matrix that outlines specific initiatives and the general timeline for their completion is presented below. Included in the Implementation Matrix are the essential details related to each preliminary recommendation.

| PRELIMINARY RECOMMENDATION | TIMELINE | RESPONSIBLE PARTIES | COST LEVEL | FUNDING SOURCES |
|--|----------|---|-------------|---|
| Improve pedestrian signage and install sidewalk cafes along 4437-53 North Broadway | 2022 | <ul style="list-style-type: none"> • Uptown United • <i>Business Owners</i> • Property Owners | < \$25,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| Improve pedestrian signage and install sidewalk cafes along 4401-33 North Broadway | 2023 | <ul style="list-style-type: none"> • Uptown United • <i>Business Owners</i> • Property Owners | < \$25,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| Explore alternatives for traffic calming and “bump-outs” at traingle intersection | 2024 | <ul style="list-style-type: none"> • Uptown United • Buena Park Neighbors • Clarendon Park Neighbors • Graceland Wilson Neighbors • <i>46th Ward Alderman</i> | < \$10,000 | <ul style="list-style-type: none"> • Uptown SSA |
| Install “bump-outs” with traffic calming elements at triangle intersection | 2025 | <ul style="list-style-type: none"> • 46th Ward Alderman • Uptown United • CDOT | < \$250,000 | <ul style="list-style-type: none"> • Menu Funds • Wilson Yard TIF • Uptown SSA • CDOT |
| Improve pedestrian signage and install sidewalk cafes along 4400-42 North Broadway | 2026 | <ul style="list-style-type: none"> • Uptown United • <i>Business Owners</i> • Property Owners | < \$25,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |

North Broadway 4500 Block



6.0 - 4500 Block of North Broadway

The 4500 Block of North Broadway between Sunnyside and Wilson Avenues consists of a mix of commercial and mixed-use properties. This 1/8-mile stretch of North Broadway is home to the McJunkin Building, a contributing building in the Uptown Square Landmark District. As designed, the McJunkin Building was considered “nocturnal architecture” or architecture meant for illumination after dark. Based on the book, “Architecture of the Night: the Illuminated Building”, the McJunkin Building “was the first building to be permanently illuminated in color” and the architects modified the structure’s design to facilitate the lighting. The building which sits on the west side of North Broadway fronts 465 feet of streetscape, making it one the longest buildings in Chicago. In 2017 the Wilson El Station reconstruction project added purple line service as well as a new station entrance on Wilson Avenue directly behind the McJunkin Building. On the east side of North Broadway is a collection of more contemporary commercial buildings, mostly single story with parking lots.

6.1 - Property Features

The west side of the 4500 Block of North Broadway consists mainly of the 3-story McJunkin Building as well as a newly constructed Aldi grocery store. While the McJunkin Building has ornate architecture and plentiful street frontage, the building and storefronts appear to be in a bit of disrepair. The east side of this block is characterized by surface parking lots and single-story commercial buildings. The parking lots tend to look unkempt and lack proper landscape screening. Additionally many of the storefronts on this block have low visibility into commercial spaces and could use overall improvements and enhancements to their physical conditions.

6.2 - Streetscape and Urban Design

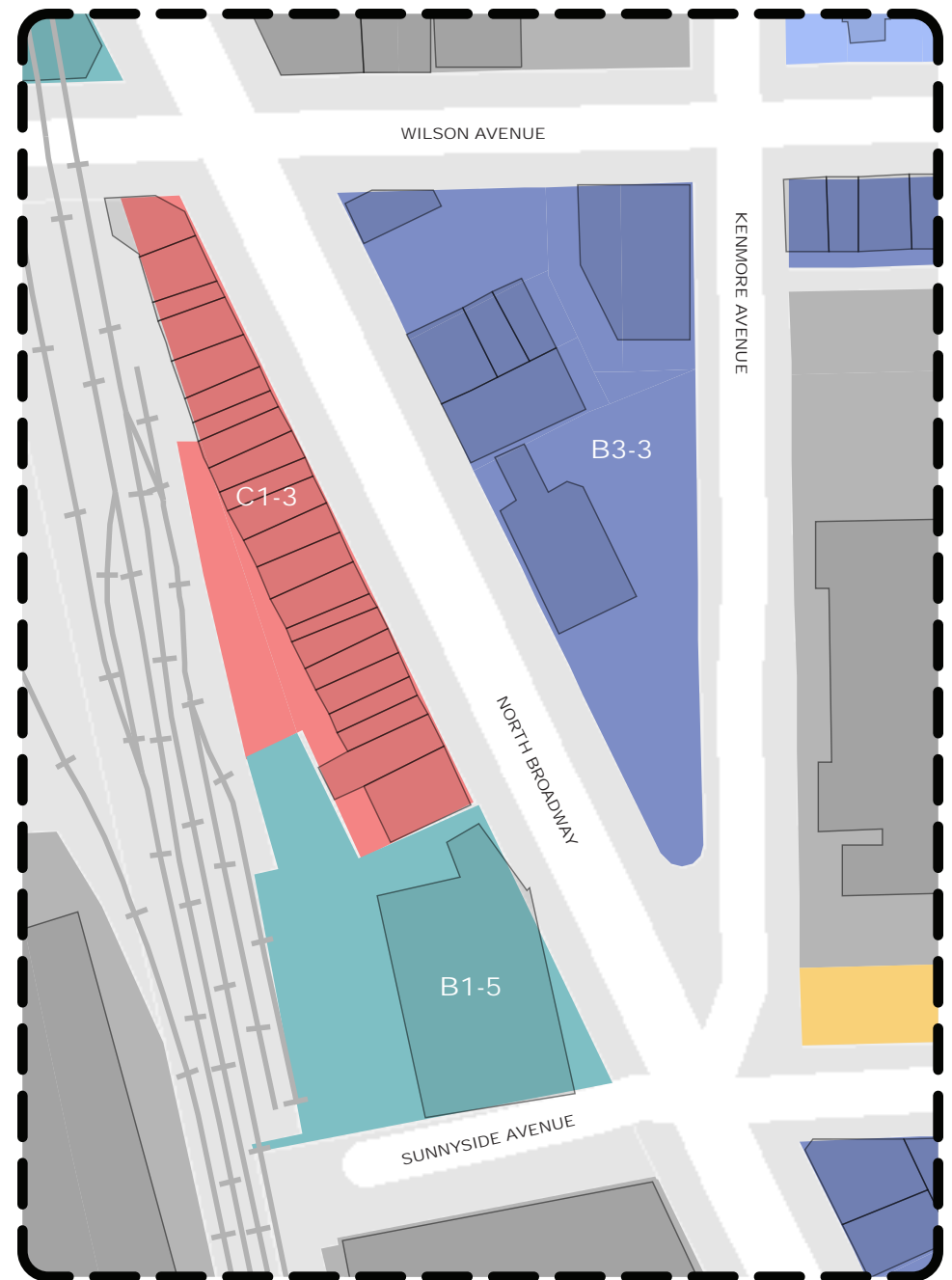
In general, the sidewalks along the 4500 Block of North Broadway are in good condition. This streetscape was completed in 2010 as part of the “Wilson Yard” redevelopment. A majority of the sidewalks are approximately 20-foot wide, which is appropriate for a commercial corridor. There are approximately six planters with an average size of 35 feet long by 8 feet wide. Each fenced planter includes two trees, perennial plantings, and in-ground irrigation. While these planters add visual interest to the streetscape, they can limit the opportunity for businesses to install sidewalk cafes.

6.3 - Existing Zoning

Commercial properties located on the west side of the 4500 Block of North Broadway are located in either the B1-5 Neighborhood Shopping or C1-3 Neighborhood Commercial zoning districts. The B1-5 district is intended to accommodate a broad range of small-scale retail and service uses and is intended to exhibit the physical characteristics of storefront-style shopping streets that are oriented to pedestrians. The primary purpose of the C1-3 district is to accommodate a very broad range of small-scale, business, service, and commercial uses. C1-3 permits more intensive, more auto-oriented commercial use types than does B1-5. Both districts permit residential dwelling units above the ground floor. Commercial properties along the east side of the 4500 Block of North Broadway are located in B3-3 Community Shopping zoning districts. The primary purpose of the B3 district is to accommodate a very broad range of retail and service uses. The B3 district permits residential dwelling units above the ground floor. In general, building heights of 65-feet are allowed. Since these properties are located within 1,320 feet of a CTA rail station entrance, they are also eligible for increases in maximum building height, in some cases to 80-feet. These transit-served locations are also eligible for off-street parking exemptions and reductions.

6.4 - Development Interest

With the recent completion of the Wilson CTA station and TOD development bonuses offered by the City of Chicago to properties within 1/4-mile of a CTA train station, it is anticipated that development interest may come to some properties along the 4500 Block of North Broadway. Most notably, a collection of single-story commercial buildings with surface parking lots on the east side of this block would provide developers an opportunity to add residential units to parcels within this study area.

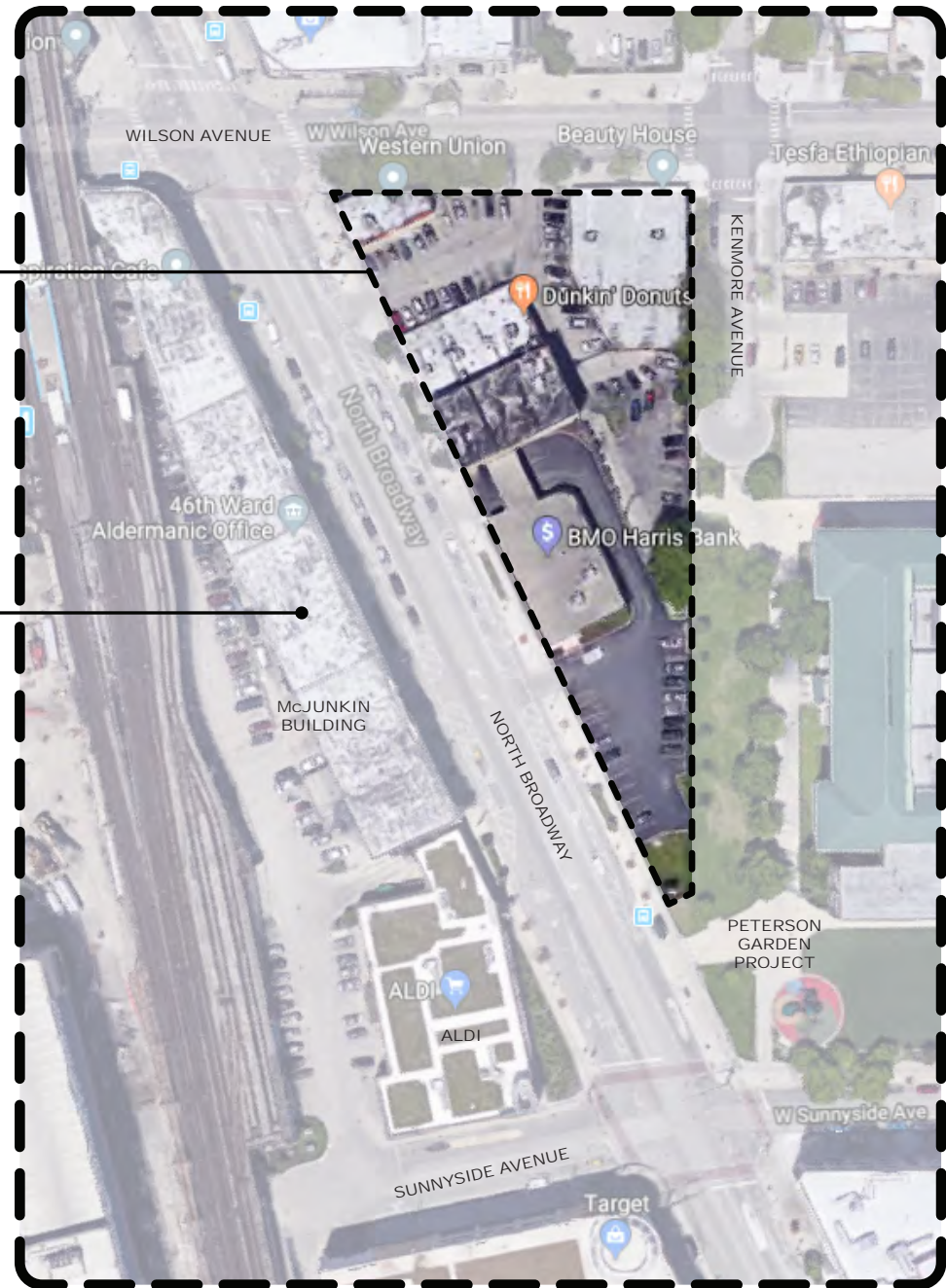


4531-4559 North Broadway

- Surface parking lots with unkempt landscape screening
- Single-story commercial buildings which may see redevelopment interest.

McJunkin Building

- Improved signage and storefront displays could increase visibility and patronage.
- High vacancy rate



6.5 - Commercial Vacancy

For the most part, commercial space along the 4500 Block of North Broadway is occupied by active businesses. Only two commercial spaces are currently vacant, both within the McJunkin Building. This account for approximately 4,000 square feet of available commercial space. A detailed list of vacant commercial spaces is provided on page 43.

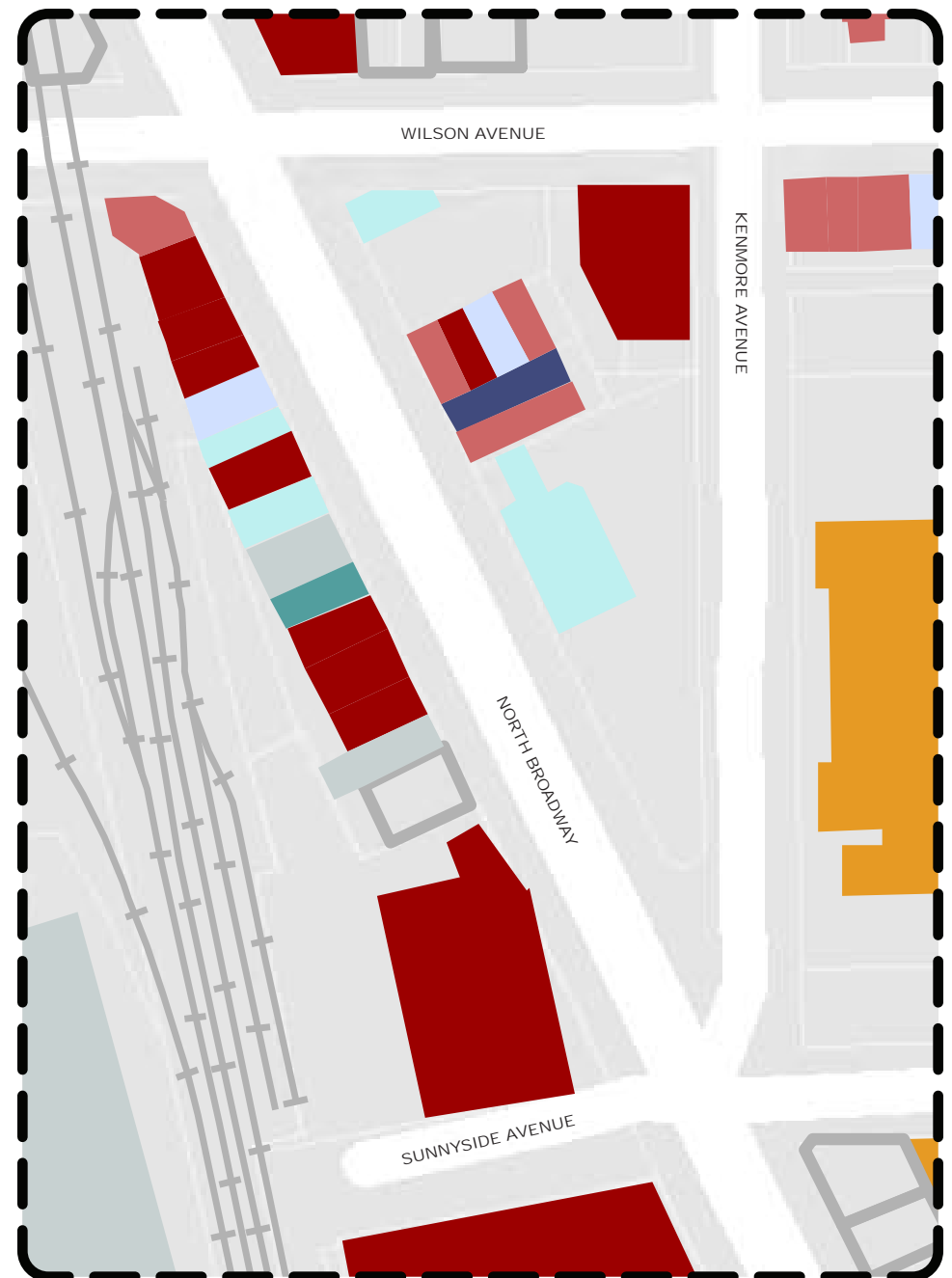
6.6 - Business Mix

A first-floor use inventory of the 4500 Block of North Broadway shows a generally healthy mix of business types, ranging from food services to personal services. A detailed list of first floor use and business types are provided on page 43. Businesses that are highlighted with blue are minority-owned.

Legend

Use by Storefront

- Retail Trade
- Accommodation and Food Services
- Finance and Insurance
- Professional Services
- Personal Services
- Health Care and Social Assistance
- Educational
- Religious and Civic
- Entertainment
- Multi-Family Residential
- Single-Family Residential
- Transportation and Warehousing
- Other
- Vacant



| BUSINESS | FIRST FLOOR USE | PROPERTY OWNER | ADDRESS | STREET | SIZE |
|---------------------------------|----------------------|----------------------|---------|----------|--------|
| LUCY'S | FOOD SERVICE | VINCENT DAGOSTINO | 4570 | BROADWAY | 1,740 |
| BROADWAY PHARMACY | RETAIL TRADE | VINCENT DAGOSTINO | 4564 | BROADWAY | 1,494 |
| SMOKE DREAMS | RETAIL TRADE | VINCENT DAGOSTINO | 4560 | BROADWAY | 1,406 |
| RTI KIDS EXPRESS | RETAIL TRADE | VINCENT DAGOSTINO | 4558 | BROADWAY | 1,384 |
| FIRST IMPRESSION SALON | PERSONAL SERVICE | VINCENT DAGOSTINO | 4556 | BROADWAY | 762 |
| O+A ACCOUNTING & TAX | PROFESSIONAL SERVICE | VINCENT DAGOSTINO | 4554 | BROADWAY | 1,207 |
| KANESHIE SUPERMARKET | RETAIL TRADE | VINCENT DAGOSTINO | 4552 | BROADWAY | 1,207 |
| UPTOWN TAX SERVICES | PERSONAL SERVICE | VINCENT DAGOSTINO | 4548 | BROADWAY | 1,364 |
| PERFECTION BEAUTY SALON | PERSONAL SERVICE | VINCENT DAGOSTINO | 4546 | BROADWAY | 1,416 |
| 46th WARD ALDERMANIC OFFICE | PROFESSIONAL SERVICE | VINCENT DAGOSTINO | 4544 | BROADWAY | 1,461 |
| BOBBY DEE'S | PERSONAL SERVICE | VINCENT DAGOSTINO | 4540 | BROADWAY | 1,104 |
| BOOST MOBILE | RETAIL TRADE | VINCENT DAGOSTINO | 4538 | BROADWAY | 1,130 |
| EXCLUSIVE DESIGN FOR MEN | RETAIL TRADE | VINCENT DAGOSTINO | 4536 | BROADWAY | 1,130 |
| CLEM'S AFRICAN HAIR BRAIDING | PERSONAL SERVICE | VINCENT DAGOSTINO | 4534 | BROADWAY | 912 |
| VACANT | VACANT | VINCENT DAGOSTINO | 4520 | BROADWAY | 2,685 |
| ALDI | RETAIL TRADE | ALDI INC | 4500 | BROADWAY | 17,366 |
| WESTERN UNION CURRENCY EXCHANGE | FINANCE | BROADWAY MP 4545 LLC | 4559 | BROADWAY | 1,427 |
| WINGSTOP | FOOD SERVICE | BROADWAY MP 4545 LLC | 4547-A | BROADWAY | 1,122 |
| CRICKET WIRELESS | RETAIL TRADE | BROADWAY MP 4545 LLC | 4547-B | BROADWAY | 1,122 |
| CHICAGO NAILS | PERSONAL SERVICE | BROADWAY MP 4545 LLC | 4547-C | BROADWAY | 1,242 |
| DUNKIN DONUTS BASKIN-ROBBINS | FOOD SERVICE | BROADWAY MP 4545 LLC | 4547-D | BROADWAY | 1,121 |
| BEAUTY HOUSE | RETAIL TRADE | BROADWAY MP 4545 LLC | 1041 | WILSON | 5,000 |
| LAKE SHORE NUTRITION | PERSONAL SERVICE | BROADWAY MP 4545 LLC | 4545 | BROADWAY | 2,007 |
| SELAM ETHIOPIAN KITCHEN | FOOD SERVICE | BROADWAY MP 4545 LLC | 4543 | BROADWAY | 2,007 |
| BMO HARRIS BANK | FINANCE | BMO HARRIS BANK NA | 4531 | BROADWAY | 6,257 |

6.7 - Stakeholder Interviews

The 4500 Block of North Broadway in Uptown includes two block clubs, both of which have been included in stakeholder interviews by Uptown United. The block clubs include:

- *Clarendon Park Neighbors Association*
- *Graceland Wilson Neighbors Association*

Additionally, a number of business and property owners were interviewed. Common themes from these interviews are summarized below.

Land Use and Property Features

The east side of this block is very auto-oriented with a single-story, drive-thru bank and strip mall with a surface parking. These properties do not seem to be the highest and best use of land across the street from a newly renovated CTA station.

The west side of the street has really nice continuous street frontage lined with storefronts. The building appears to be a little run-down and some of the businesses have poor signage and merchandising.

Streetscape and Urban Design

The curbed landscape planters along North Broadway limits the ability for some restaurants to have sidewalk cafes. They also make the sidewalks feel too narrow and a bit uncomfortable.

Business Development and Support

Stakeholders and business owners report a major problem with loitering and public drinking during the day near the Sundance Treatment Center. People tend to block the sidewalk and sit on the landscaped planters. This can make it difficult for businesses to feel welcoming.





North Broadway - 4500 Block Interview Summary

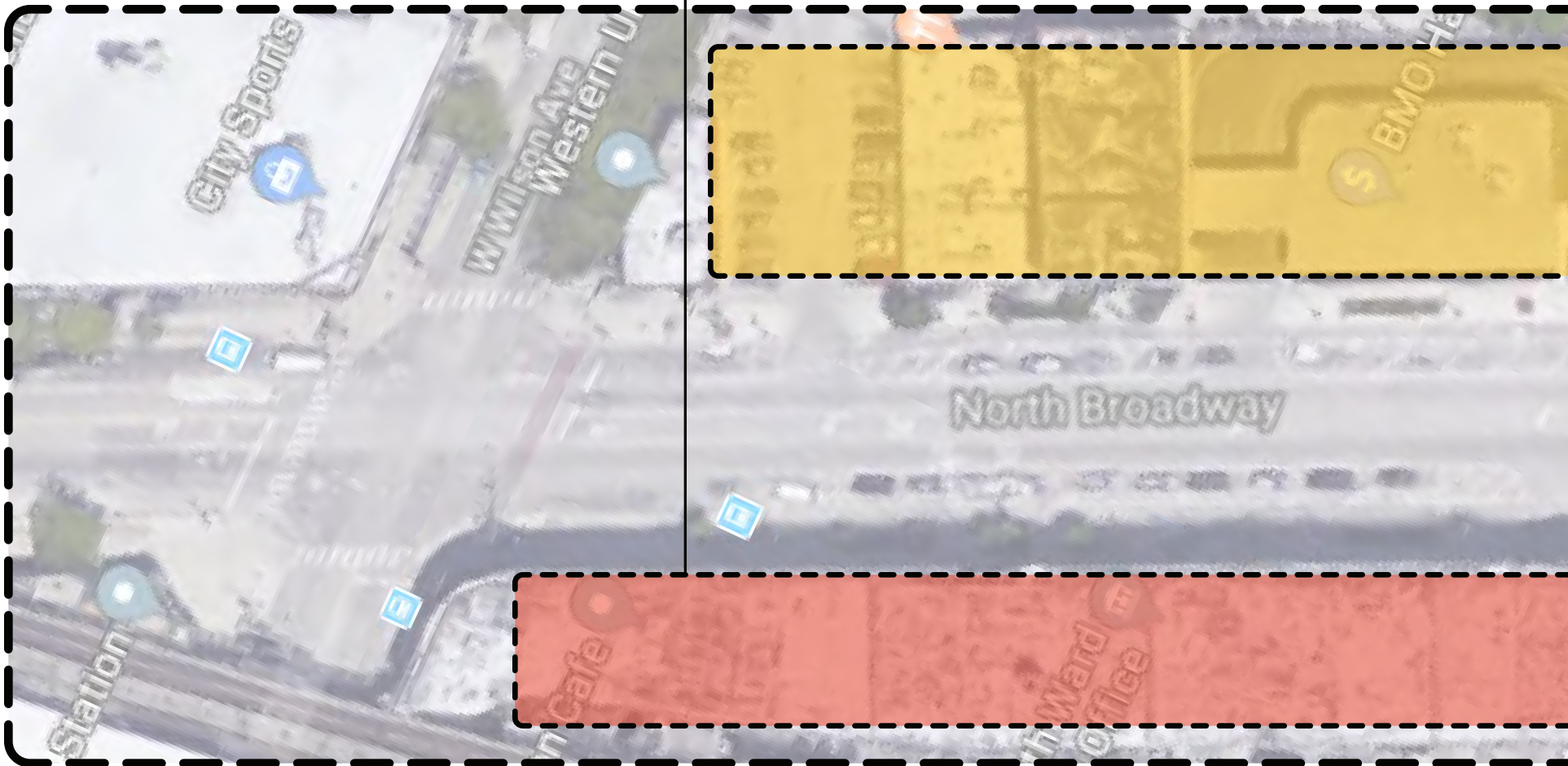
- #1** The east side of the block is too auto-oriented.
- #2** The west side of the block seems kind of run-down.
- #3** These properties should be more dense to take advantage of the CTA.
- #4** The planters are nice, but limit the usable space of the sidewalk.
- #5** Loitering issues make it difficult to support some of these businesses.

6.8 - Preliminary Recommendations

Based on an analysis of existing conditions and input provided by local stakeholders, Uptown United has developed a set of preliminary recommendations for the 4500 Block of North Broadway. These recommendations will be presented to the community and further input will be received as these recommendations are more fully developed.

Facade and Signage Improvements

- Improve signage, storefronts, and facades at 4420-70 North Broadway.



Design Guidelines for Redevelopment

- Develop design guidelines for potential redevelopment of 4531-59 North Broadway.

Design Guidelines for Public Plaza

- Develop design guidelines for a public plaza on the Kenmore Avenue right-of-way.



6.9 - Preliminary Implementation Matrix

Since implementing the preliminary recommendations will take time as well as the collaboration of several agencies and organizations, setting clear priorities and expectations at the beginning of the process will be critically important to achieving short term goals and building the momentum necessary for undertaking more complex projects in the

long range. Therefore, an implementation matrix that outlines specific initiatives and the general timeline for their completion is presented below. Included in the Implementation Matrix are the essential details related to each preliminary recommendation.

| PRELIMINARY RECOMMENDATION | TIMELINE | RESPONSIBLE PARTIES | COST LEVEL | FUNDING SOURCES |
|---|----------|---|------------|---|
| Develop design guidelines for development interest of 4531-59 North Broadway | 2022 | <ul style="list-style-type: none"> • Uptown United • <i>Clarendon Park Neighbors</i> • <i>Graceland Wilson Neighbors</i> • 46th Ward Alderman • Broadway MP 4545 LLC • BMO Harris Bank | < \$25,000 | <ul style="list-style-type: none"> • SSA Funds |
| Improve signage, storefronts, and facades at 4420-70 North Broadway | 2024 | <ul style="list-style-type: none"> • Uptown United • <i>Business Owners</i> • Vincent Dagostino | < \$50,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| Develop design guidelines for a public plaza on the Kenmore Avenue right-of-way | 2026 | <ul style="list-style-type: none"> • Uptown United • 46th Ward Alderman • <i>Morningside USA</i> | < \$25,000 | <ul style="list-style-type: none"> • Uptown SSA • Peterson Garden Project • Wilson Yard TIF • Menu Funds • Private Funds |

North Broadway 4600 Block



7.0 - 4600 Blocks of North Broadway and Clifton Avenue

The 4600 Block of North Broadway between Wilson and Leland Avenues consists of a mix of commercial and mixed-use properties. This 1/8-mile stretch of North Broadway is home to the Gerber Building as well as many other contributing buildings in the Uptown Square Landmark District. The CTA, which owns the Gerber Building, recently approved a plan to let Chicago Market, a cooperative that specializes in locally grown and organic foods, open a store in the beaux-arts style building. Built in 1923, the Gerber was rehabilitated as part of the \$203 million reconstruction of the CTA's Wilson Red/Purple Line station. Chicago Market, founded in 2014, will occupy the whole single story, 13,200-square-foot space in the Gerber, which sits on the northwest corner of Wilson Avenue and Broadway and is one of Uptown's most recognizable structures.

The 4600 Block of Clifton Avenue parallels North Broadway on the west side of the CTA L tracks. This block has long been envisioned as a unique pedestrian street which connects Wilson Avenue and Truman College to the entertainment district at Lawrence Avenue. This block has seen over 10 murals recently installed, further enforcing the concept of a unique pedestrian corridor.

7.1 - *Property Features*

The west side of the 4600 Block of North Broadway consists mainly of the 1-story Gerber Building as well as a single-story Ace Hardware. The Ace Hardware building is somewhat in disrepair with broken windows and failing masonry walls. North of the Ace Hardware is a 3-story mixed-use building with good street frontage and storefront displays. The east side of this block is characterized by a mix of single-story commercial buildings with 2 to 3-story mixed-use buildings. Many of these buildings are contributing to the Uptown Square Landmark District. This side of the street has a high level of first floor vacancy and a number of these buildings are in need of physical repair and enhancements. Some buildings have recently undergone or are undergoing major renovations which are improving the historic facades.

The 4600 Block of Clifton Avenue consists primarily of warehouse style buildings with little to no storefronts.

7.2 - *Streetscape and Urban Design*

In general, the sidewalks along the 4600 Block of North Broadway are in good condition. A streetscape project was completed in 2019, providing new sidewalks, planters, bike racks, and street lights. A majority of the sidewalks are approximately 20-feet wide, which is appropriate for a commercial corridor. The northern portion of this streetscape is characterized by overhead CTA tracks and support structures. These elements may provide opportunities for placemaking installations.

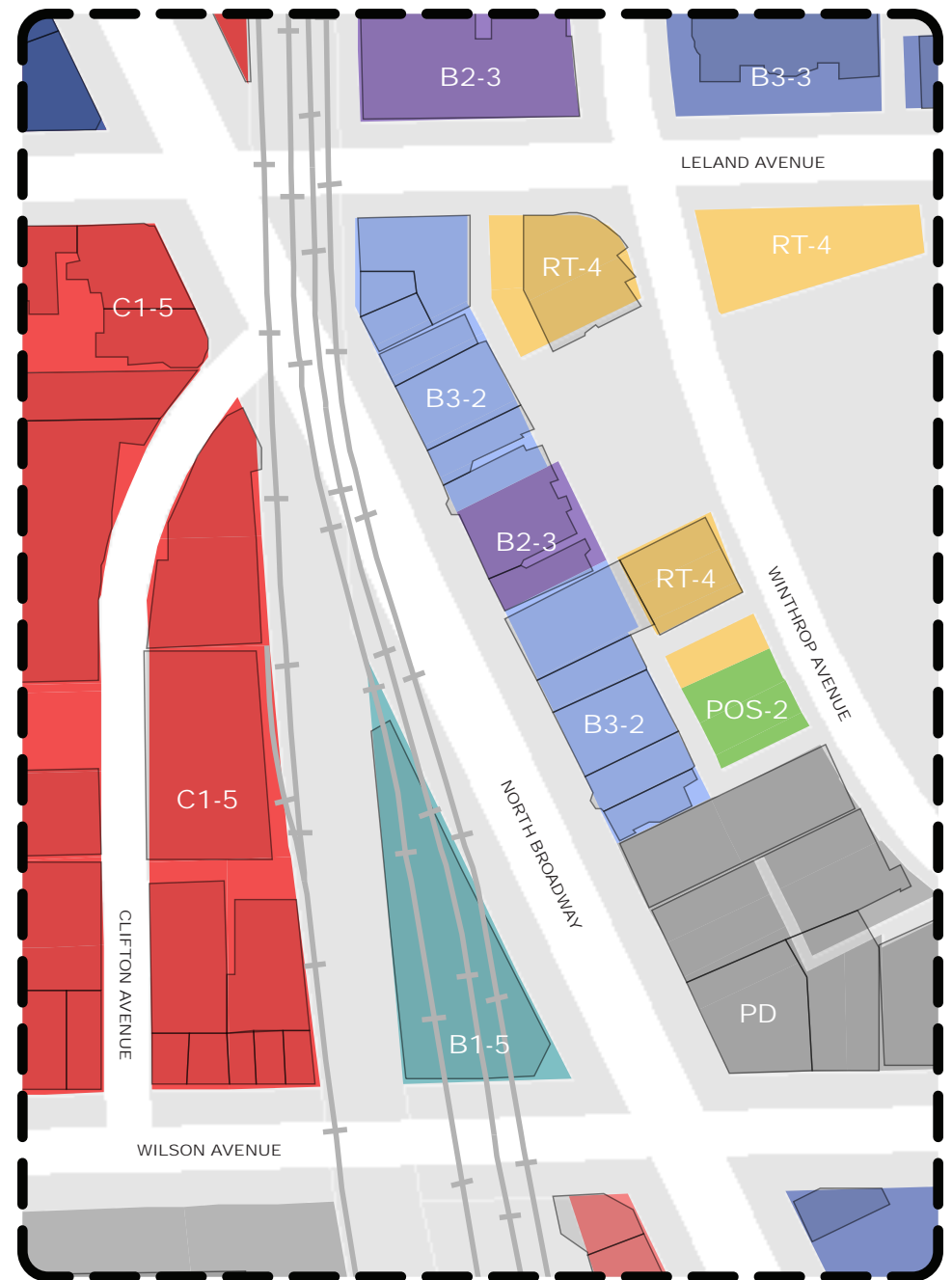
The street and sidewalk along the 4600 Block of Clifton Avenue is in disrepair with major potholes and cracked sidewalks. The sidewalks and street are also very narrow with one lane of travel and 6 foot wide sidewalks.

7.3 - Existing Zoning

Commercial properties located on the west side of the 4600 Block of North Broadway are located in either the B1-5 Neighborhood Shopping or C1-5 Neighborhood Commercial zoning districts. The B1-5 district is intended to accommodate a broad range of small-scale retail and service uses and is intended to exhibit the physical characteristics of storefront-style shopping streets that are oriented to pedestrians. The primary purpose of the C1-5 district is to accommodate a very broad range of small-scale, business, service, and commercial uses. C1-5 permits more intensive, more auto-oriented commercial use types than does B1-5. Both districts permit residential dwelling units above the ground floor and, in general, building heights of up to 80-feet are allowed. Commercial properties along the east side of the 4600 Block of North Broadway are located in either the B3-2 Community Shopping or B2-3 Neighborhood Mixed-Use zoning districts. The primary purpose of the B3 district is to accommodate a very broad range of retail and service uses. The B3-2 district permits residential dwelling units above the ground floor and, in general, building heights of 50-feet are allowed. The B2-3 district allows for residential dwelling units on or above the ground floor and is intended to help stimulate development along under-developed streets and, in general, allows building heights up to 65-feet.

7.4 - Development Interest

Since a majority of the buildings on the east side of the block are contributing to the Uptown Square Landmark District, it is unlikely that this block will see much redevelopment interest, aside from a non-contributing single-story retail building located at 4631 North Broadway. The greatest redevelopment opportunity is the Uptown Ace Hardware which sits on a large lot and is not contributing to the Landmark District.



4619-4661 North Broadway

- Improved signage and storefront displays could increase visibility and patronage.
- High vacancy rate

Uptown Ace Hardware

- Building in disrepair and needs structural maintenance and physical enhancements.
- Single-story commercial building which may see redevelopment interest.

Gerber Building / Chicago Market

- Consider temporary storefront displays until market build-out is complete.
- Visible surface parking lot could use physical enhancements.

Clifton Avenue

- Continue placemaking efforts.

4601 North Broadway

- Current redevelopment underway.



7.5 - Commercial Vacancy

There are approximately eight (8) vacant storefronts along the 4600 Block of North Broadway. This accounts for over 20,000 square feet of available commercial space, making it one of the highest concentrations of vacant commercial space in the neighborhood. A detailed list of vacant commercial spaces is provided on page 53.

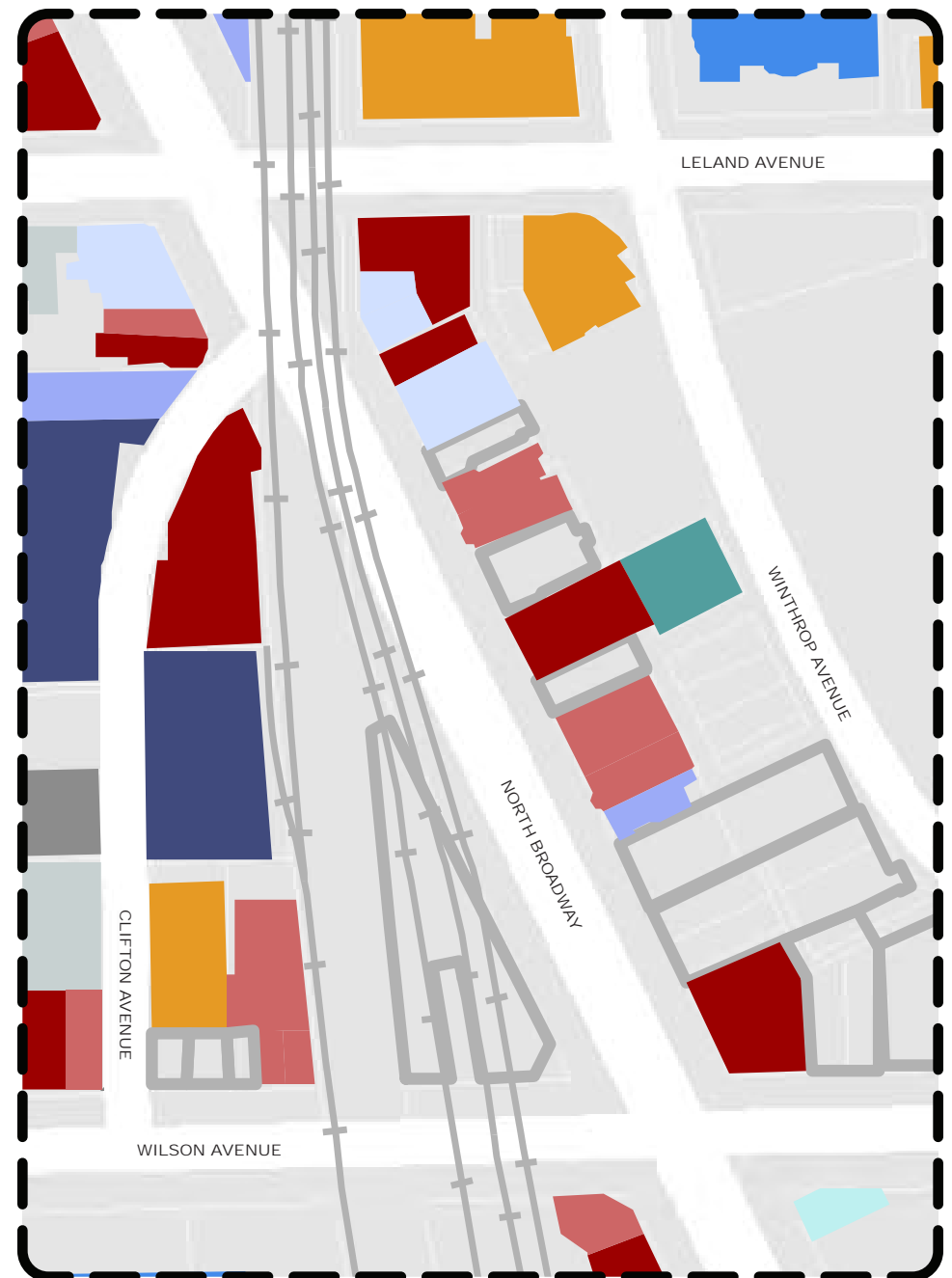
7.6 - Business Mix

A first-floor use inventory of the 4600 Block of North Broadway shows a generally healthy mix of business types, ranging from food services to personal services. A detailed list of first floor use and business types are provided on page 53. Businesses highlighted with yellow are women-owned and those highlighted with blue are minority-owned.

Legend

Use by Storefront

- Retail Trade
- Accommodation and Food Services
- Finance and Insurance
- Professional Services
- Personal Services
- Health Care and Social Assistance
- Educational
- Religious and Civic
- Entertainment
- Multi-Family Residential
- Single-Family Residential
- Transportation and Warehousing
- Other
- Vacant



| BUSINESS | FIRST FLOOR USE | PROPERTY OWNER | ADDRESS | STREET | SIZE |
|----------------------------------|----------------------|---------------------------|---------|----------|--------|
| DALIA FOOD MARKET | RETAIL TRADE | CHI SO WHANG | 4661 | BROADWAY | 3,949 |
| AFRIKIKO HAIR & FASHION BOUTIQUE | PERSONAL SERVICE | CHI SO WHANG | 4659 | BROADWAY | 2,008 |
| UPTOWN BIKES | RETAIL TRADE | TIMOTHY J HERLIHEY | 4653 | BROADWAY | 1,545 |
| HACK HAUS | PROFESSIONAL SERVICE | TAG CAPITAL SERIES 464 | 4649 | BROADWAY | 3,589 |
| VACANT | VACANT | STEVE J MADJAR | 4645 | BROADWAY | 1,556 |
| GIGIO'S PIZZERIA | FOOD SERVICE | GIOVANNI BUTTITTA | 4643 | BROADWAY | 1,532 |
| IN-ON THAI | FOOD SERVICE | 4635 BROADWAY LLC | 4639 | BROADWAY | 1,672 |
| HOPS & GRAPES | RETAIL TRADE | 4635 BROADWAY LLC | 4637 | BROADWAY | 3,344 |
| ELIM WIG & BEAUTY SUPPLY | RETAIL TRADE | KWANG SU KIM | 4631 | BROADWAY | 4,323 |
| VACANT | VACANT | TAG CAPITAL SERIES 462 | 4629 | BROADWAY | 1,822 |
| IYANZE BAR AND CAFE | FOOD SERVICE | MYUNG KYU YIM | 4623 | BROADWAY | 3,399 |
| FUTASUKI RAMEN | FOOD SERVICE | SOMSAK KAGSWAST | 4621 | BROADWAY | 1,856 |
| MANSKE DIECKMANN & THOMPSON | PROFESSIONAL SERVICE | 4619 BROADWAY LLC | 4619 | BROADWAY | 1,428 |
| VACANT | VACANT | PALM REALTY | 4613 | BROADWAY | 7,597 |
| VACANT | VACANT | PALM REALTY | 4607 | BROADWAY | 9,543 |
| CITY SPORTS | RETAIL TRADE | PALM REALTY | 4601 | BROADWAY | 5,421 |
| | | | | | |
| SPOIL ME HAIR SALON & SPA | PERSONAL SERVICE | WAYLAND LLC | 4668 | BROADWAY | 3,641 |
| BRASS HEART | FOOD SERVICE | WAYLAND LLC | 4662 | BROADWAY | 1,310 |
| FASHION BAR CHICAGO | RETAIL TRADE | WAYLAND LLC | 4660 | BROADWAY | 1,310 |
| UPTOWN ACE HARDWARE | RETAIL TRADE | ACE HARDWARE | 4654 | BROADWAY | 9,069 |
| CHICAGO MARKET | RETAIL TRADE | CHICAGO TRANSIT AUTHORITY | 4620 | BROADWAY | 13,277 |

7.7 - Stakeholder Interviews

The 4600 Block of North Broadway in Uptown includes two block clubs, both of which have been included in stakeholder interviews by Uptown United. The block clubs include:

- *Magnolia Malden Neighbors*
- *Truman Square Neighbors*

Additionally, a number of business and property owners were interviewed. Common themes from these interviews are summarized below.

Land Use and Property Features

The east side of this block looks pretty run down and empty. There is poor signage, vacant storefronts, and buildings that need repair. The west side of this block looks well maintained, except for the Ace Hardware.

Streetscape and Urban Design

portions of the street and sidewalks are unkempt with grease dripping from the overhead CTA tracks. There are also some very wide sidewalks, especially near Leland Avenue. These sidewalks should be programed or used as a location for public art. There should be some wayfinding to guide people from the Wilson CTA station to important parts of the neighborhood. It also feels important to define this block as part of the entertainment district.

Business Development and Support

There's a big problem with loitering and drug dealing near the Wilson Avenue intersection. People tend to congregate and block the sidewalk. This can make it difficult for businesses to feel welcoming. Improving this block will be key to supporting businesses during the Lawrence CTA station closure.





North Broadway - 4600 Block Interview Summary

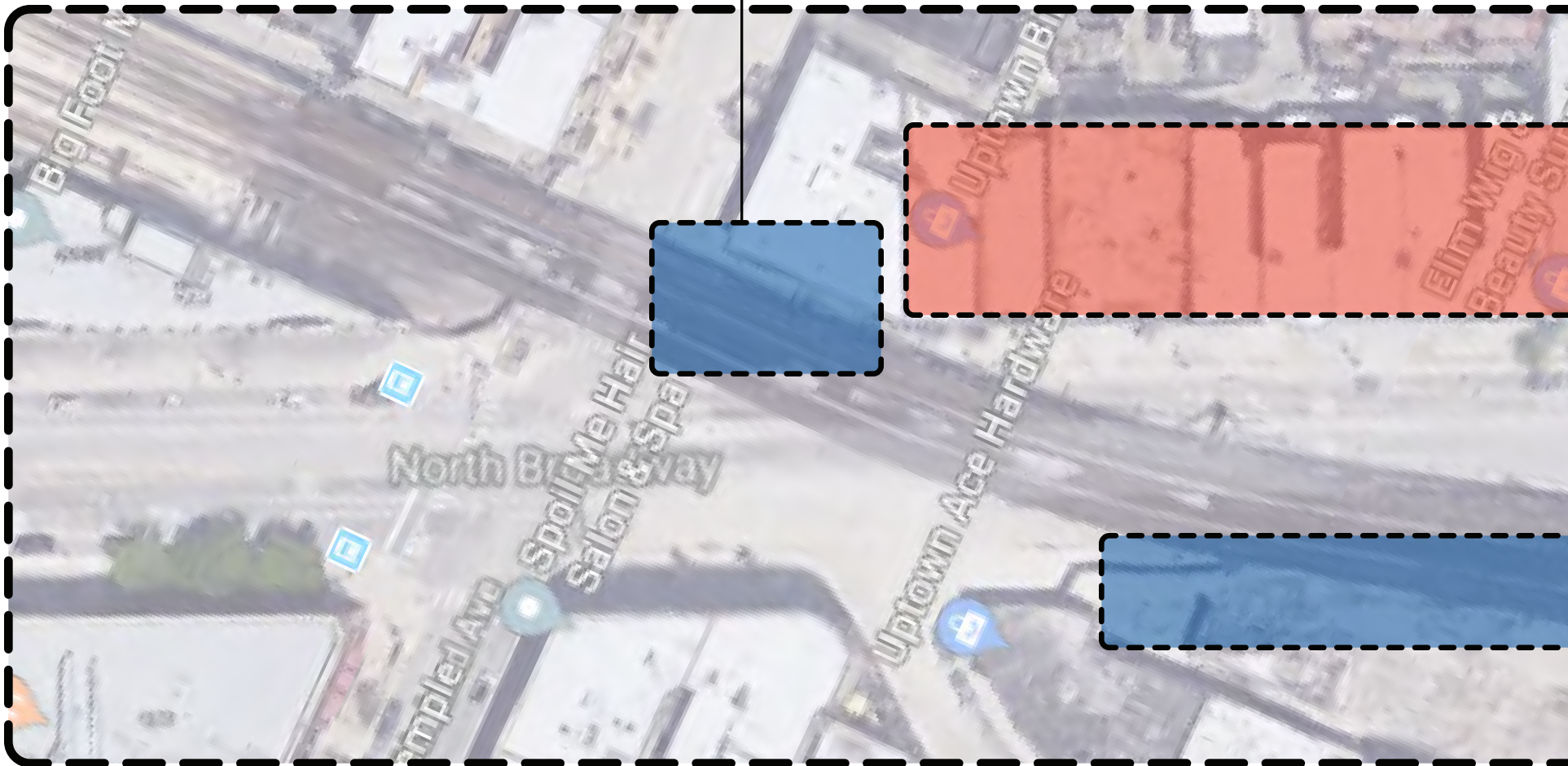
- #1** The east side of the block seems kind of run-down.
- #2** The grease dripping from the CTA tracks is very unattractive.
- #3** There are some really wide sidewalks and opportunities for branding.
- #4** This block needs to be more inviting to support Lawrence Avenue during CTA construction.
- #5** Loitering and illegal activity are a challenge for local businesses.

7.8 - Preliminary Recommendations

Based on an analysis of existing conditions and input provided by local stakeholders, Uptown United has developed a set of preliminary recommendations for the 4600 Block of North Broadway. These recommendations will be presented to the community and further input will be received as these recommendations are more fully developed.

Design Guidelines for Public Plaza

- Develop design guidelines for a public plaza on the southeast corner of Leland/Broadway.

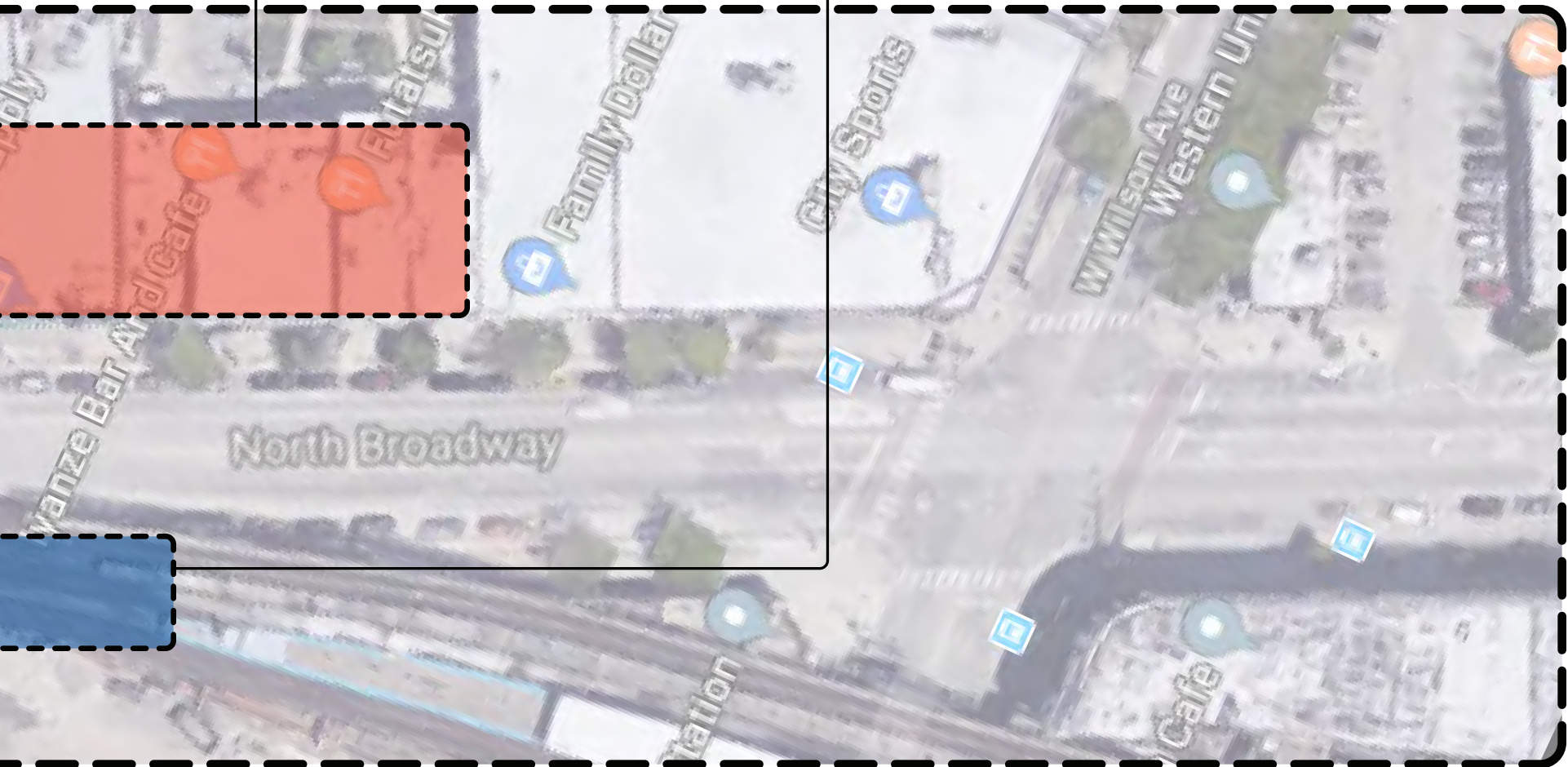


Facade and Signage Improvements

- Improve signage, storefronts, and facades at 4619-61 North Broadway.

Placemaking and Signage

- Explore placemaking and signage for the area underneath the “L” tracks.



7.9 - Preliminary Implementation Matrix

Since implementing the preliminary recommendations will take time as well as the collaboration of several agencies and organizations, setting clear priorities and expectations at the beginning of the process will be critically important to achieving short term goals and building the momentum necessary for undertaking more complex projects in the

long range. Therefore, an implementation matrix that outlines specific initiatives and the general timeline for their completion is presented below. Included in the Implementation Matrix are the essential details related to each preliminary recommendation.

| PRELIMINARY RECOMMENDATION | TIMELINE | RESPONSIBLE PARTIES | COST LEVEL | FUNDING SOURCES |
|--|----------|--|------------|---|
| <p>Improve signage, storefronts, and facades at 4619-61 North Broadway</p> <p>Clean grease from CTA tracks on sidewalks.</p> | 2021 | <ul style="list-style-type: none"> • Uptown United • <i>Business Owners</i> • Property Owners | < \$25,000 | <ul style="list-style-type: none"> • Curb Appeal Rebate • Private Funds |
| <p>Explore placemaking and signage for the area underneath the “L” tracks</p> | 2023 | <ul style="list-style-type: none"> • Uptown United • <i>Chicago Market</i> • 46th Ward Alderman | < \$50,000 | <ul style="list-style-type: none"> • SSA Funds • Private Funds • Menu Funds |
| <p>Develop design guidelines for a public plaza on the southeast corner of Leland/Broadway</p> | 2025 | <ul style="list-style-type: none"> • Uptown United • 46th Ward Alderman • <i>Dalia Food Market</i> • <i>Afrikiko Hair & Fashion</i> | < \$50,000 | <ul style="list-style-type: none"> • Uptown SSA • Menu Funds • Private Funds |

**Public Input
Survey**



8.0 - 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 online 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 online, 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 distributing these paper surveys to 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.

| | | |
|--|---|---|
|  Bike Racks |  Grass Parkway |  Wayfinding Signage |
|  Murals |  Sidewalk Cafes |  Trash Cans |
|  Kiosks |  Historic Markers |  Landscape Planters |
|  Street Trees |  Benches | 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: _____

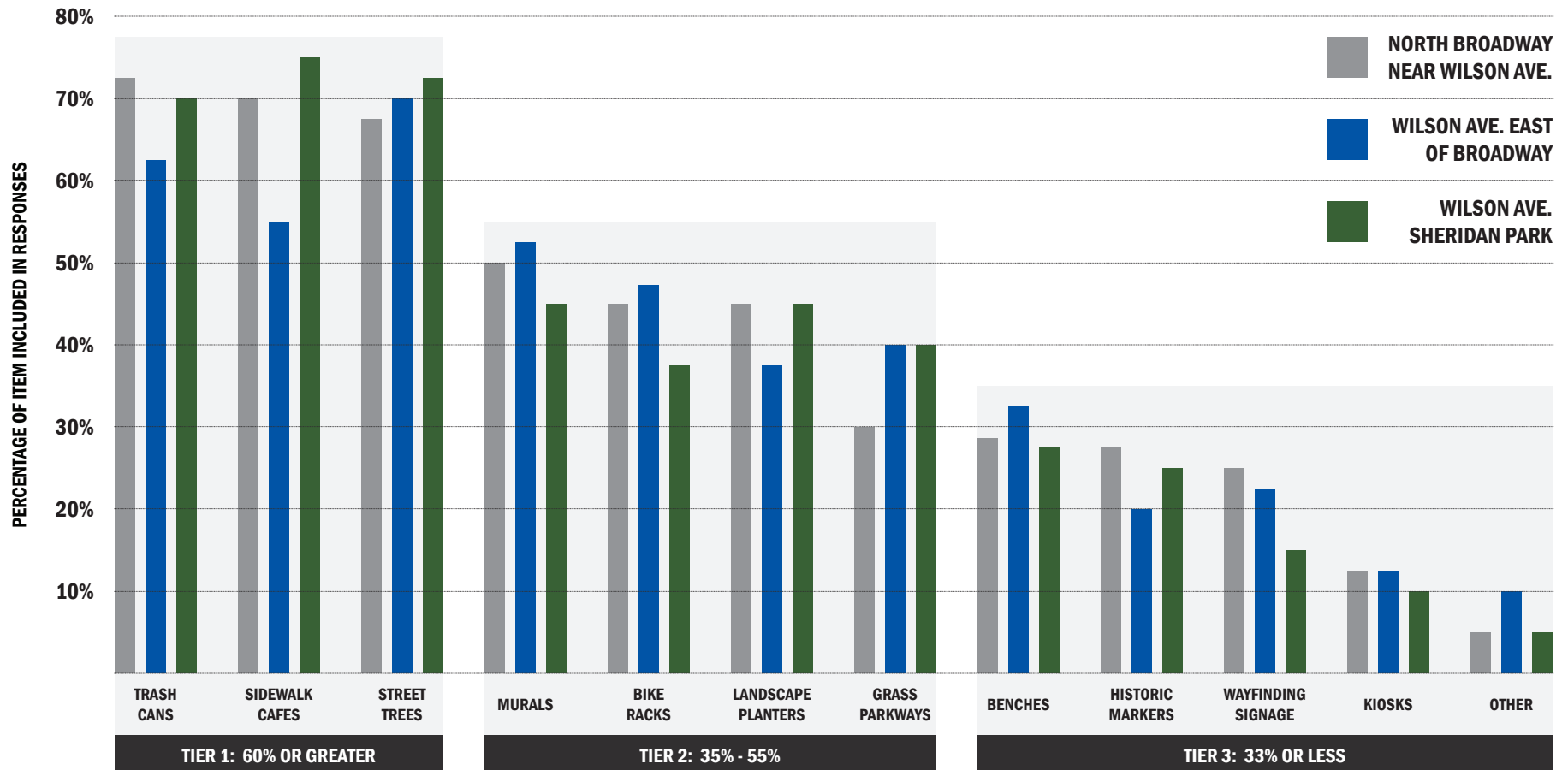
Question 1:

When walking along the street, certain features of the sidewalk impact the way you experience the neighborhood. Choose the five (5) most important features that you would like to see along the sidewalks.

Key Takeaways:

Responses appeared generally consistent regardless of focus area with trash cans, street trees, and sidewalk cafes placing 60% or higher. A second tier which includes murals, bike racks, landscape planters, and grass parkways registered generally

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.



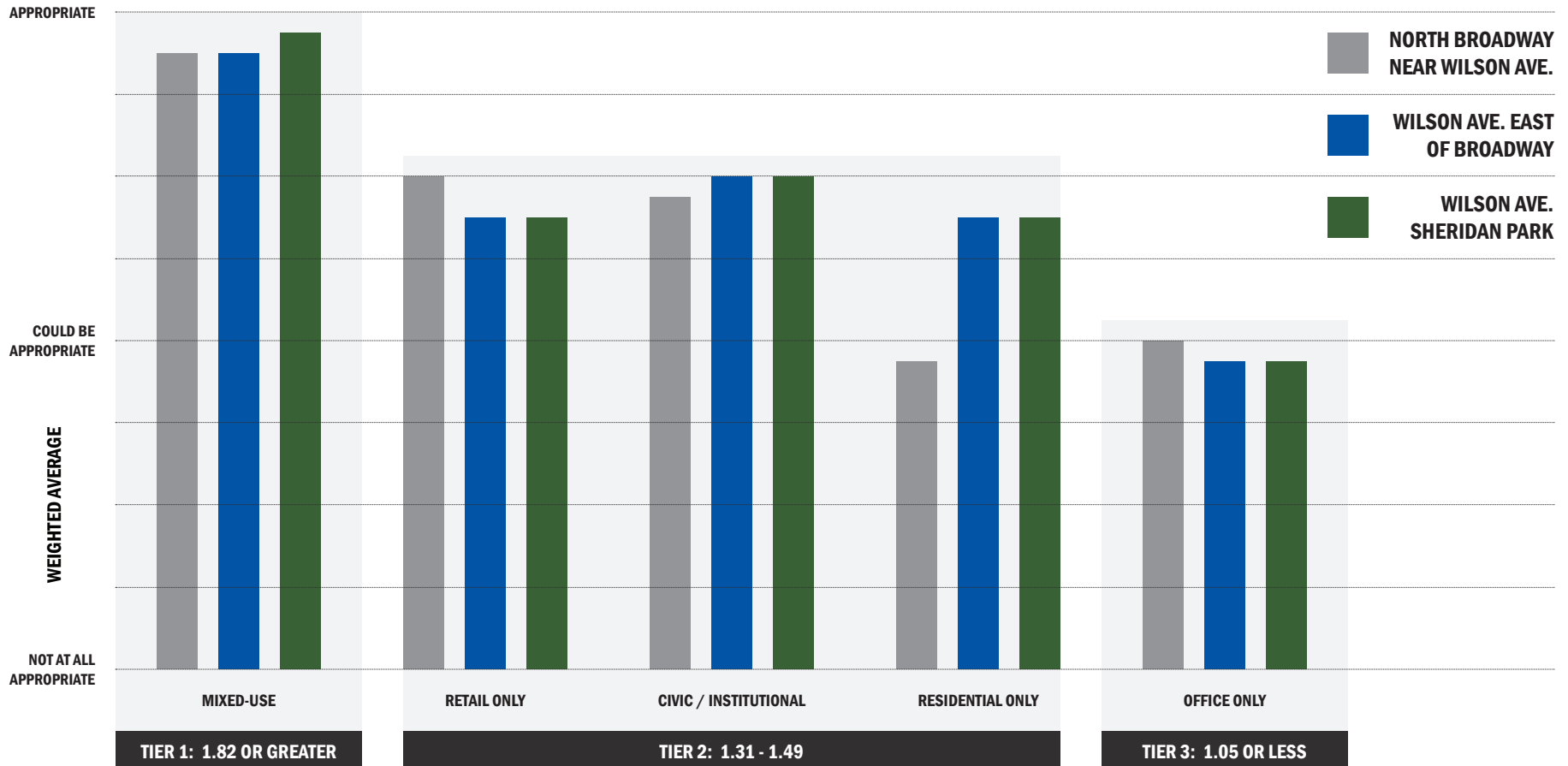
Question 2:

Buildings along the street have various uses. Some have mixed-use (with commercial space on the ground floor and residential units above), but others are institutional uses, single story retail buildings, and residential-only buildings. What kind of buildings are appropriate?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with mixed-use ranking the highest placing 1.82 or higher. A second tier which includes retail only, civic/institutional, and residential only registered generally 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 in all focus areas. Common "additional comments" included "more affordable housing" for all focus areas.



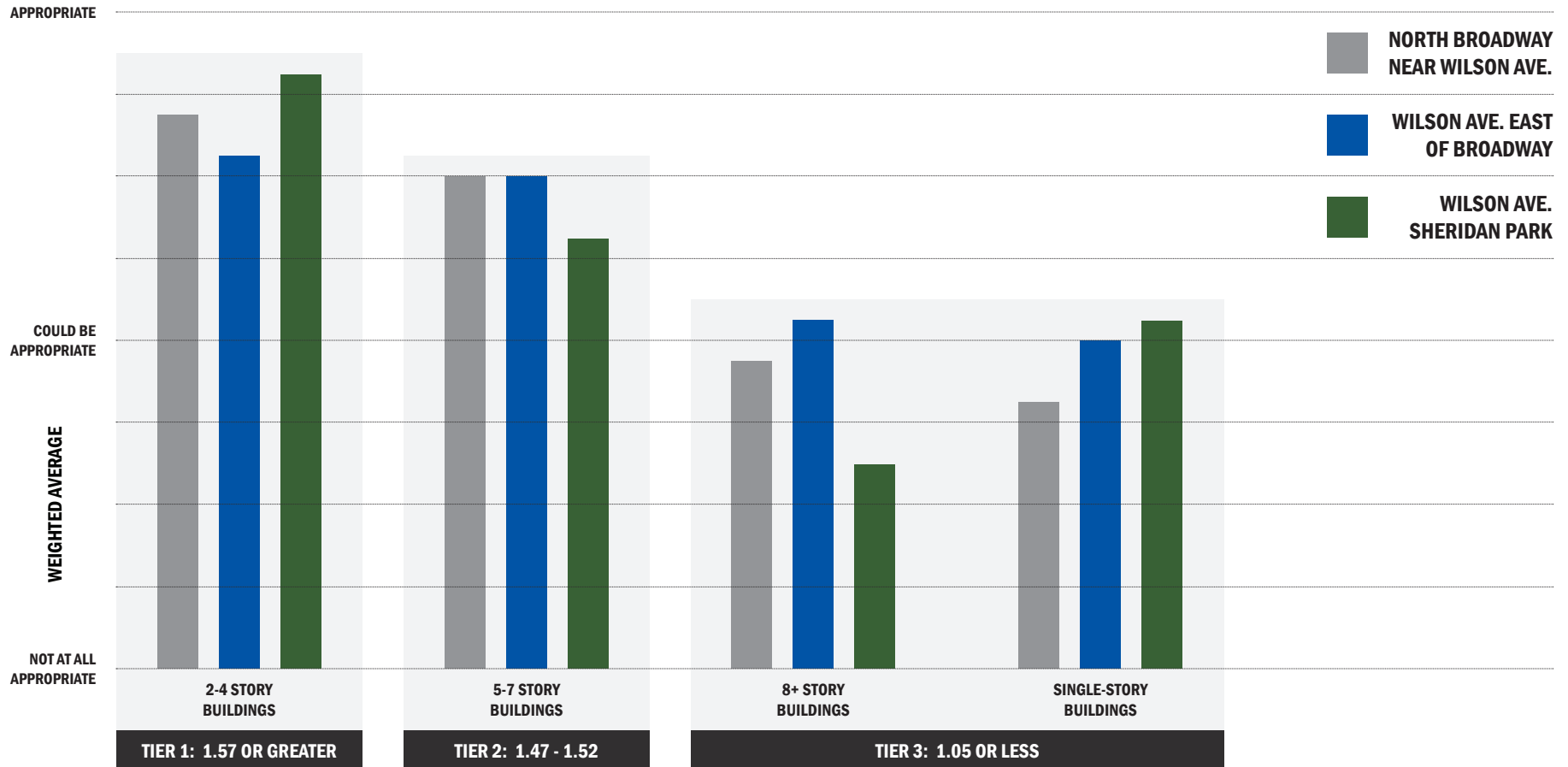
Question 3:

Buildings vary in height, from single-story structures to 12-story buildings. If a new building was built in this area, what height would be appropriate?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with 2-4 story buildings ranking the highest placing 1.57 or higher. A second tier which includes 5-7 story buildings registered generally between 1.47 and 1.52. 8+ story buildings and single-story buildings ranked the lowest at 1.05 or less in all focus

areas. 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.



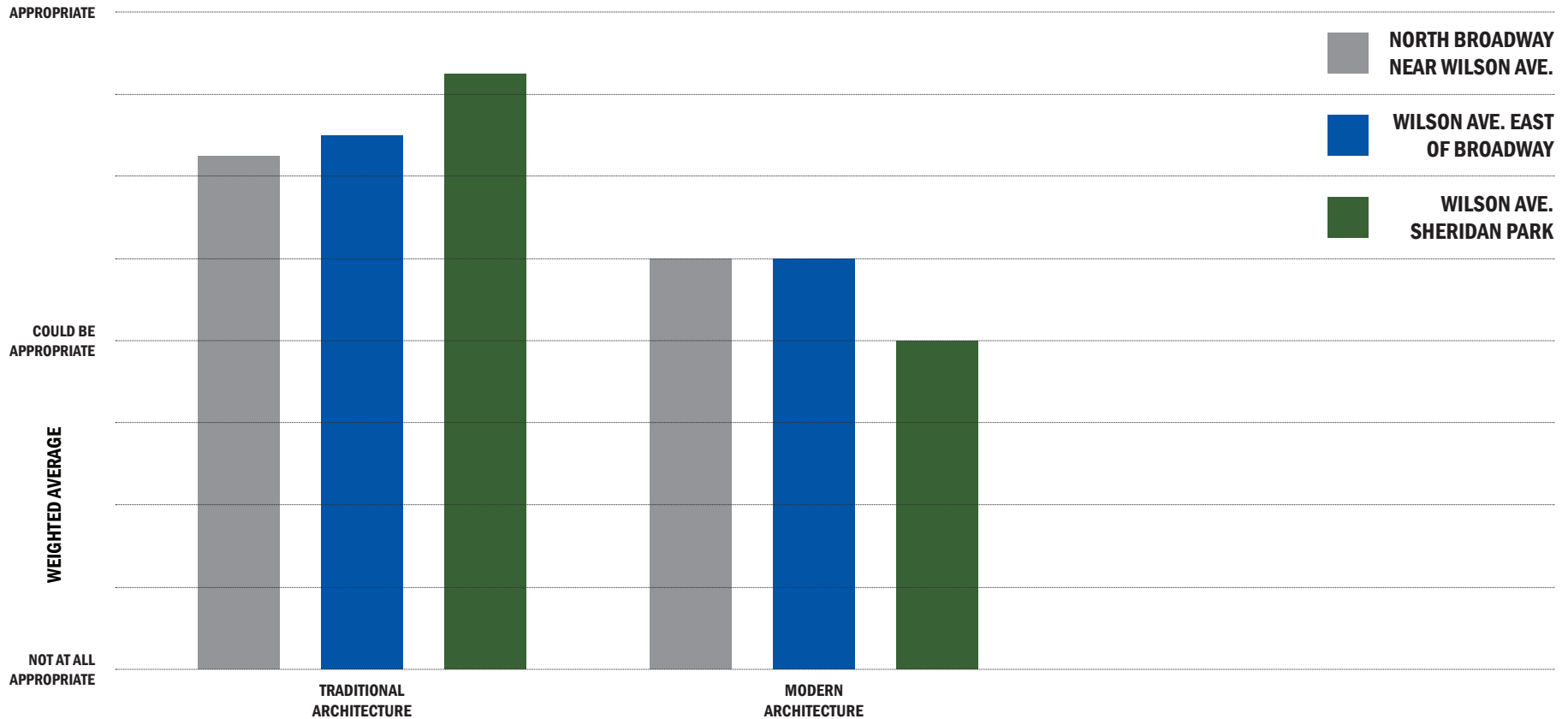
Question 4:

If there were new construction in this area, what type of architecture would be appropriate?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with traditional architecture ranking the highest placing 1.6 or higher. Modern architecture registered generally 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 focus areas.



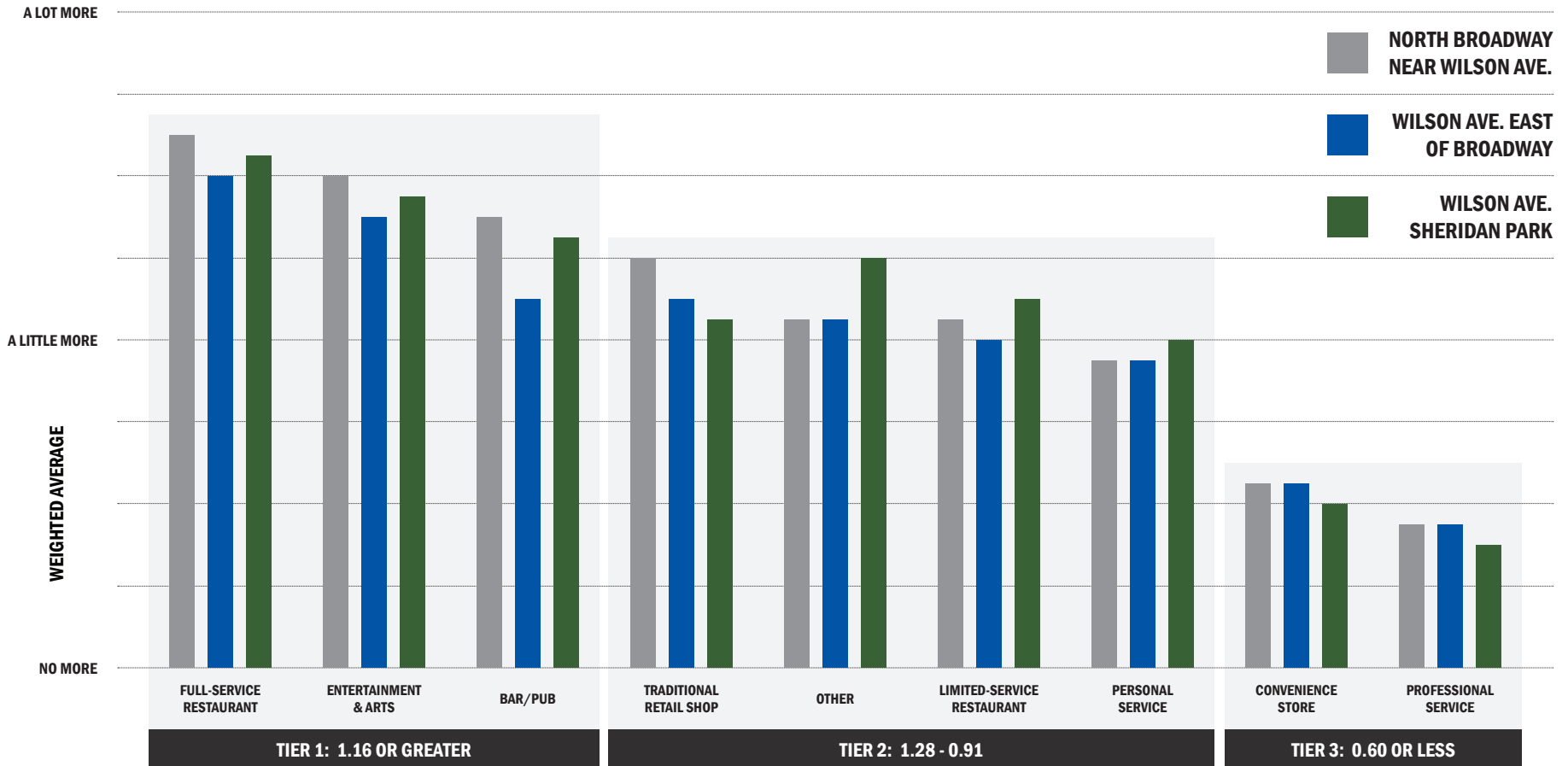
Question 5:

How much more money would you spend on North Broadway near Wilson Avenue if the following type of business opened in the area?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with full-service restaurant, entertainment & arts, and bar/pub ranking highest placing 1.16 or higher. A second tier which includes traditional retail shop, other, limited-service restaurant, and personal service registered generally between 0.91 and 1.28. Convenience

store and professional service ranked the lowest at 0.60 or less in all focus areas. 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.



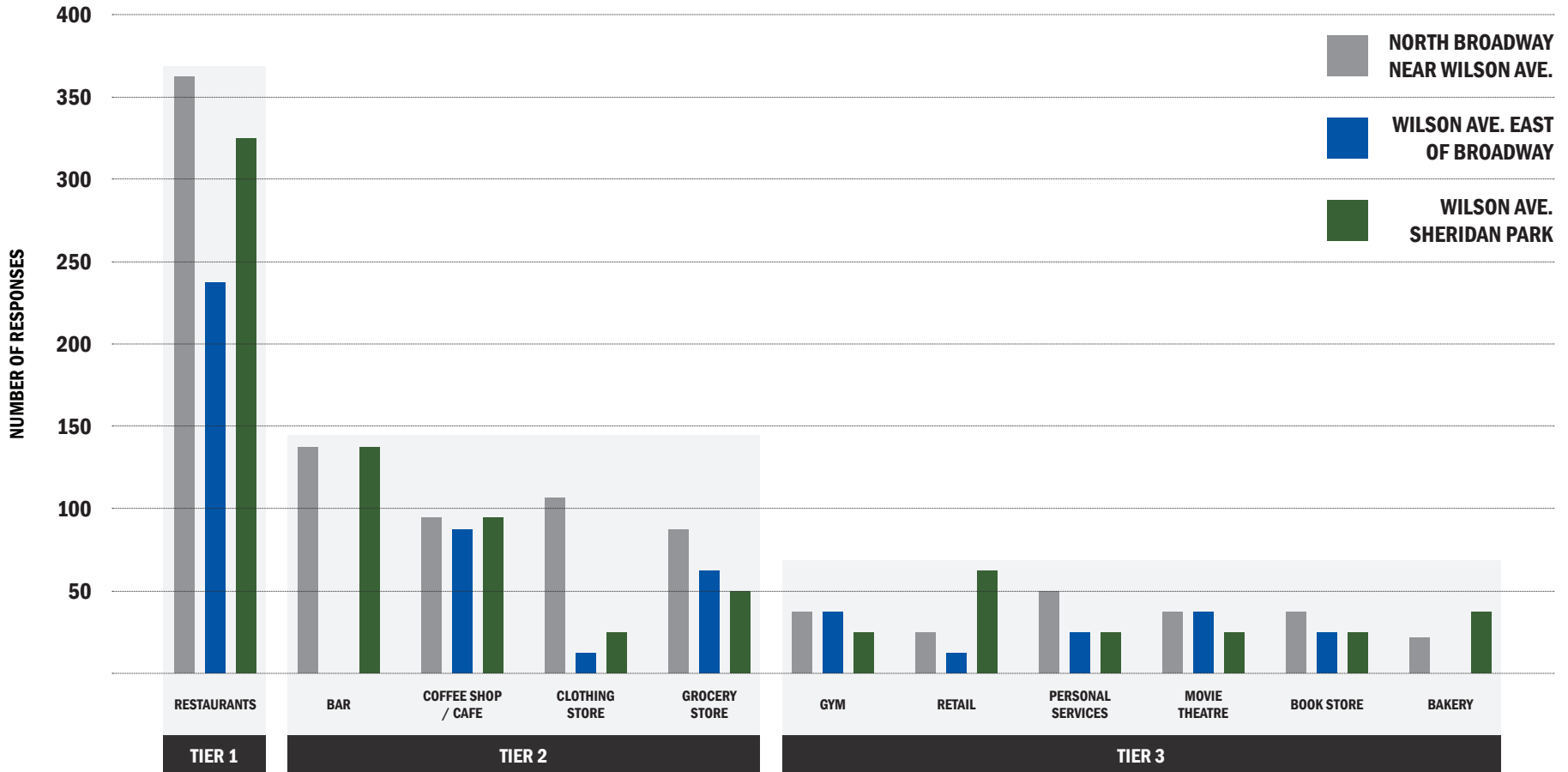
Question 6:

What businesses would you like to walk to?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with restaurants receiving the largest number of responses. A second tier which includes bar, coffee shop / cafe, clothing store, and grocery store

also received a significant number of responses. A third tier which includes gym, retail, personal services, movie theatre, book store, and bakery also received a notable number of responses.



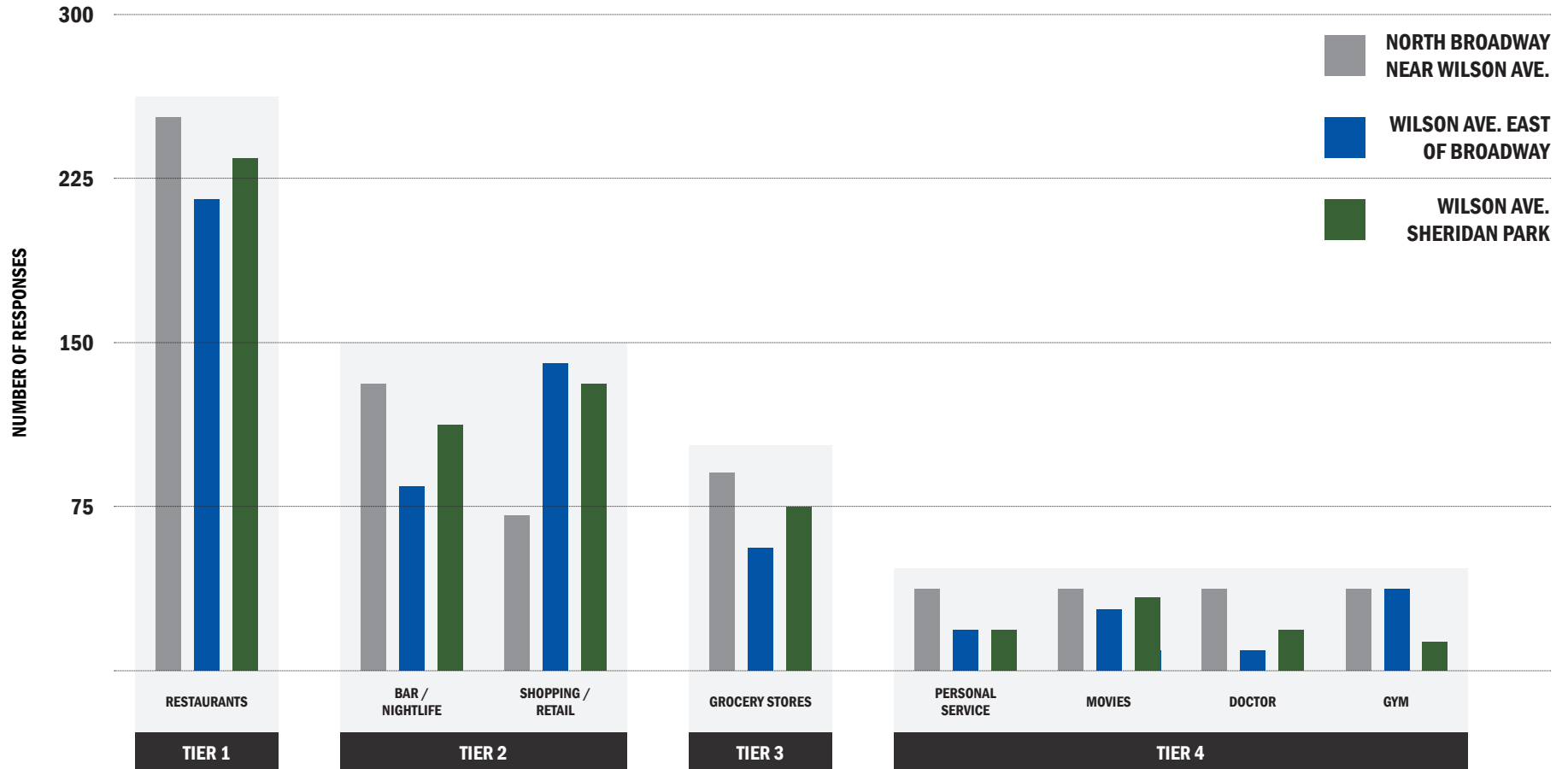
Question 7:

What businesses do you leave the neighborhood for?

Key Takeaways:

Responses appeared generally consistent regardless of focus area with restaurants receiving the largest number of responses. A second tier which includes bar/nightlife and shopping/retail also received

a significant number of responses. Grocery stores received a notable number of responses, and a fourth tier which includes personal services, movies, doctor, and gym also received responses.



Question 12:

Is there anything else you'd like to tell us?

North Broadway near Wilson Ave

Public Safety Concerns:

"I go to other neighborhoods because I do not like to deal with all the panhandlers, people hanging out on the sidewalks. I do not feel safe walking in the commercial area."

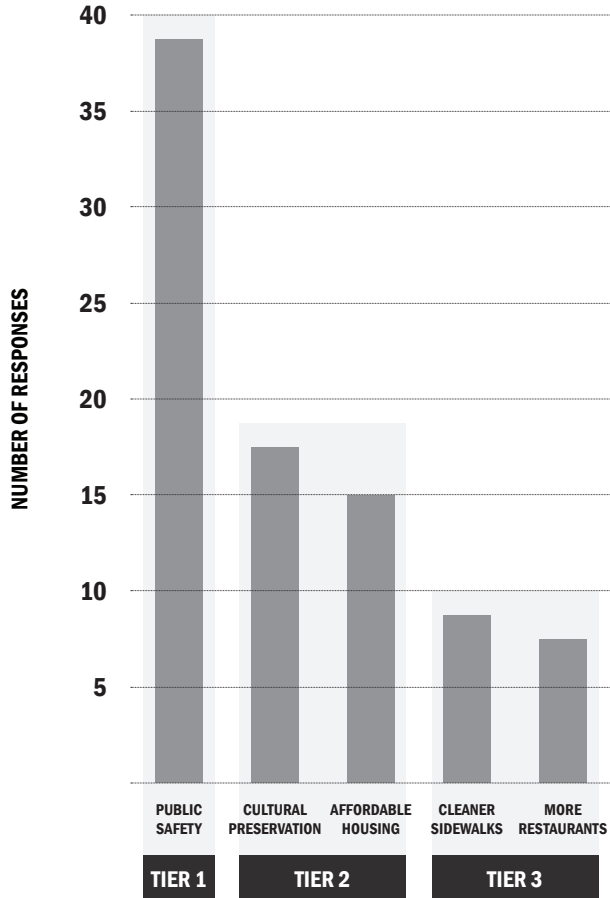
"I think one of the most important things to fix in this area is the (relatively high, but admittedly declining) rate of homelessness and crime. Items like bike racks are great in theory, but I don't know any resident who would leave a bike in a rack in this neighborhood the way it is now."

Maintain Diversity:

"Please build more affordable housing to keep rent prices down; if our rent keeps going up, we're gonna be priced out and forced to move even though we love it here and feel close with our Asian American Chicagoan community in this neighborhood."

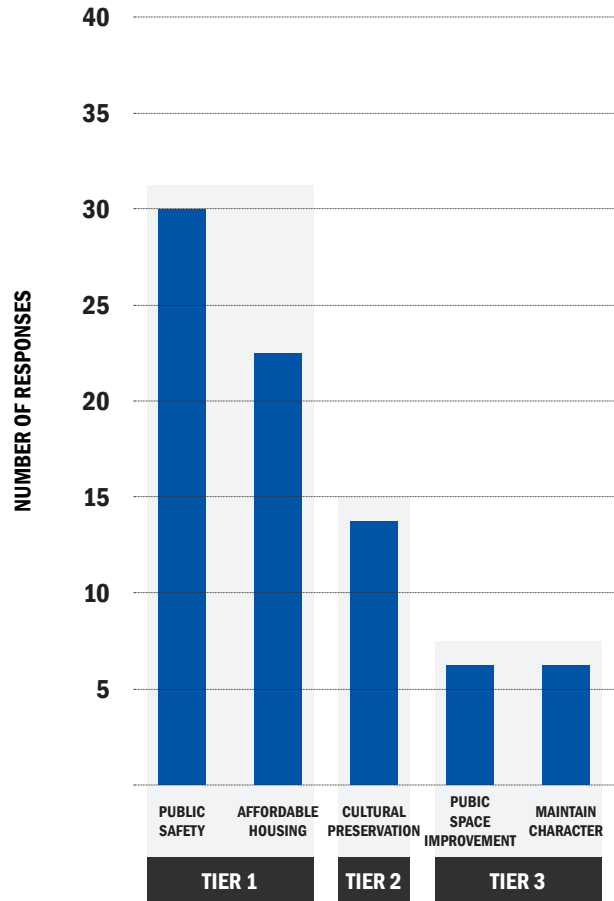
Streetscape / Appearance:

"What's with the businesses along this stretch of Broadway covering their windows? Wish I could see inside the beauty supply, for example. I might've found it more welcoming and bought something. Let some light in those storefronts!"



Question 12:

Is there anything else you'd like to tell us?



Wilson Avenue East of Broadway

Public Safety Concerns:

"I would like to patronize the businesses that are so close by. But I will not put my personal safety second... I will actually drive to Green Mill only a few blocks away because I am afraid to walk back home."

"There are times during the evenings and weekends where there are genuine safety and security risks; I sometimes have difficulties getting friends to come visit or even spend time in this area because of lack of lighting, littered streets and sidewalks, and some hostile people they encounter on the walk from my apartment to the Wilson stop."

Cultural Preservation:

"I'm excited to see growth in the neighborhood, but don't want to see existing residents and businesses pushed out by climbing rents. The diversity of this neighborhood was a draw for our family and we hope not to see it gentrified."

Maintain Character:

"I love the culture of Uptown and I am committed to doing anything I can as a neighbor to prevent gentrification and loss of our diversity. I moved back here from Iowa even though I work very far south because there is no other place like Uptown. We are unique because our differences make us stronger. I don't want Uptown to turn into Lakeview."

Affordable Housing:

"I think the focus in this area should be mixed use that allows for more housing opportunities and focus on retail and restaurants. I do have real concern with the affordability of the area."

Question 12:

Is there anything else you'd like to tell us?

Wilson Avenue in Sheridan Park

Public Safety Concerns:

"When I first move in these area I could walk on Wilson & Broadway. Now I can't walk it not safe to walk to the store now. I wish I could walk to the store again."

"A failure to ensure public safety has had the greatest impact on business viability, surrounding communities have thriving retail and restaurants and enjoy a gang violence free environment."

Affordable Housing:

"I highly value affordable housing and social services for homeless individuals."

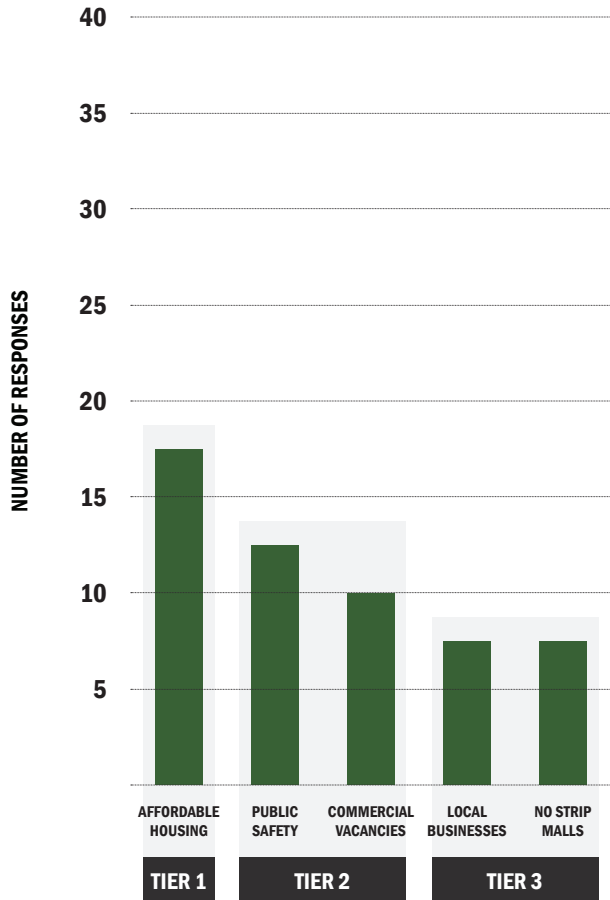
Commercial Vacancies:

"I would love to see vacant commercial spaces filled on Wilson Ave and over time I would probably visit them as I visit many of the businesses on Wilson currently."

More Local Businesses:

"I love the neighborhood, but tell people that I live in a "dead zone" between Andersonville and Wrigleyville. If that helps you get an idea of how little there is in Sheridan Park. Sick of the two "strip malls," chain restaurants, and convenience stores. Need more solid local business!"

"We need more local, friendly, accessible restaurants and grocery in walking distance. Wilson needs to feel safer and more neighborhood-ish with diversity! Green spaces, murals are awesome."



Market Data Summary



9.0 - Market Data Summary

As part of this planning process, Uptown United engaged Bridget Lane of Business Districts Inc. to provide market data for three logical market areas based on the Wilson CTA station as the center point. This data included market information, maps, a demographics, ethnic, and age comparison, as well as spending power by categories. To summarize the data, a business attraction story was provided to guide Uptown United in efforts to support existing businesses and attract new businesses that will strengthen the overall neighborhood business mix. This chapter is intended to provide a summary of the work provided by Business Districts Inc.

The data also shows that the regional perception of Uptown may not be reality. While the Uptown neighborhood has a slightly higher level of lower income residents and seniors on a fixed income, the percentage is not high enough to offset the robust market that exists within the three logical market areas.

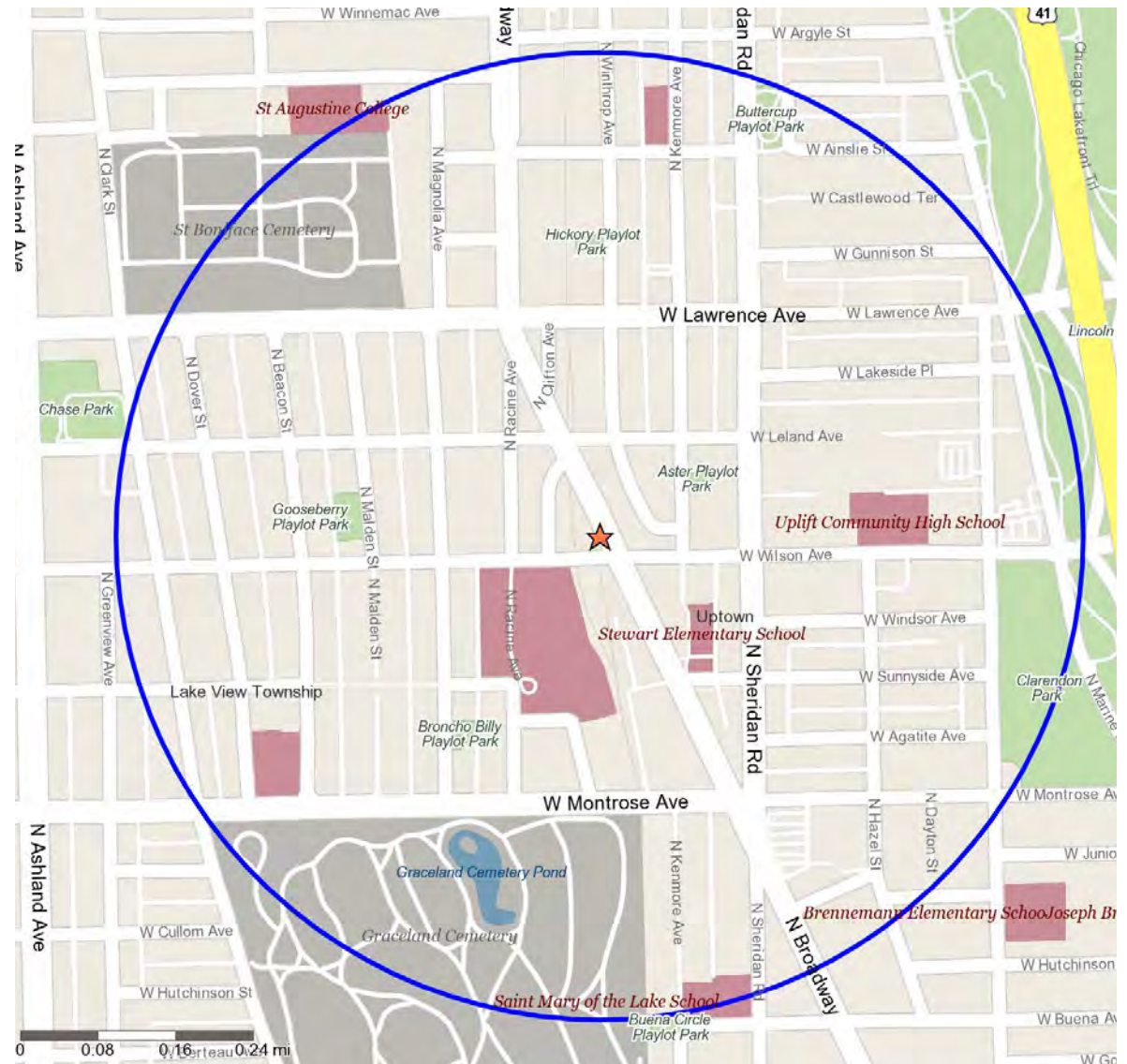
While the neighborhood continues to be popular with young adults, Uptown could link its image and market to other hip, diverse, urban neighborhoods. In general, Uptown fits national demographics and data which suggests continued single rather than family dominance in the area.

Pedestrian Market: 1/2 Mile Radius

The 1/2 mile pedestrian market is the area where most frequent customers will come from. This area also provides customers with the district's image.

When shopping at any location within this area, customers will get an overall impression about the whole 1/2 mile area. Cleanliness and signage quality are very important in this area, as those elements often provide a first impression to customers. Additionally, elements such as security gates can send the wrong message to customers in this area.

Often times business owners who are looking for a location will spend time in this area looking at the people and pets that walk by to get a sense of the area and its market for their product.



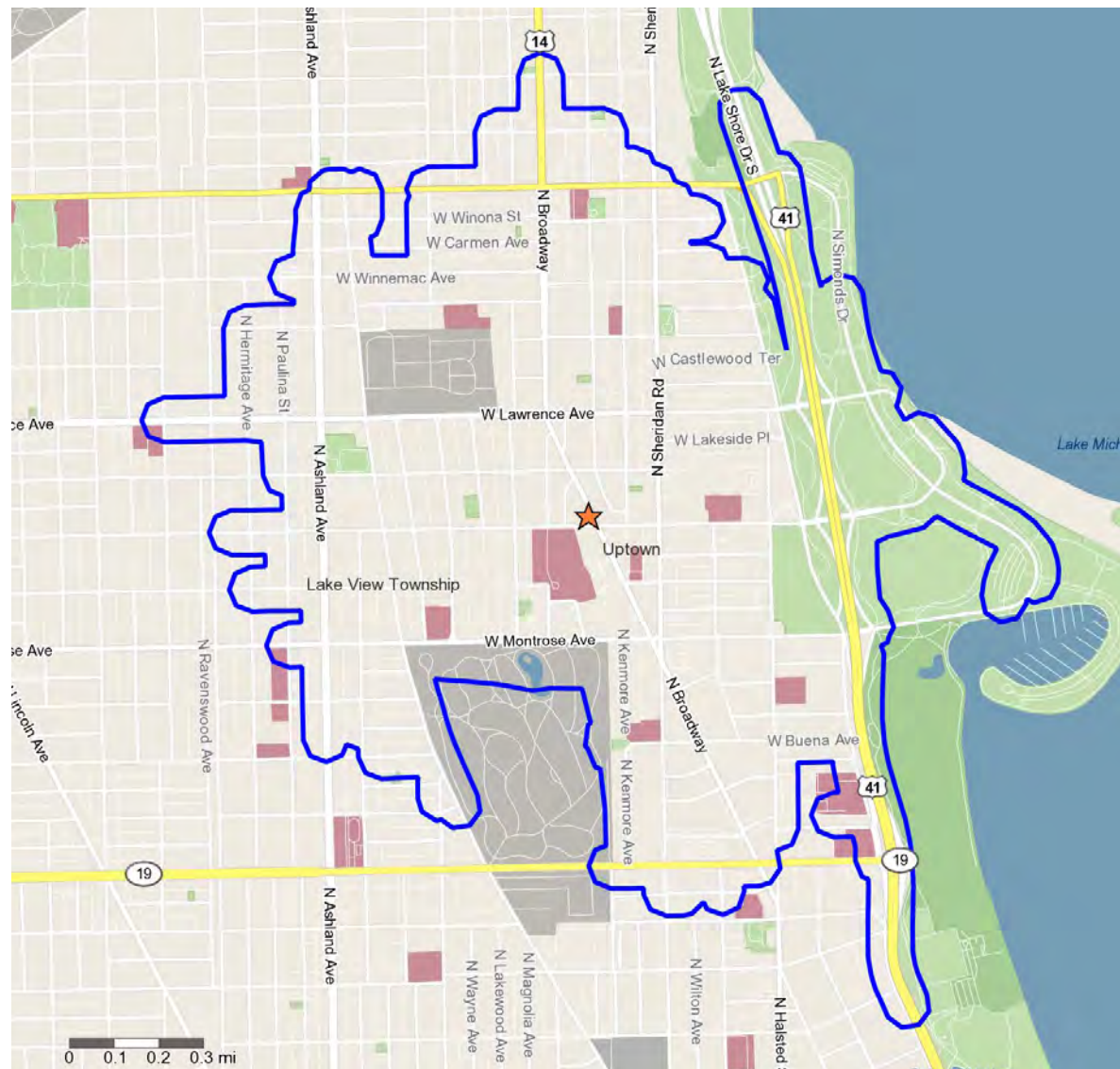
Convenience Market: 5 Minute Drive, 10 Minute Bike

The convenience market exists within a 5 minute drive or 10 minute bike from the customer's destination. Within this area customers have no excuse to go elsewhere if the desired item is sold within this area.

It's important to note that quality and service solidify this connection. If either of those are lacking, customers may travel farther than what is "convenient" for them.

The image of the 1/2 mile pedestrian market (page 3) can increase the size of this area if the image is favorable. Likewise, if the image of the 1/2 mile pedestrian market is poor, the size of the convenience market area can shrink.

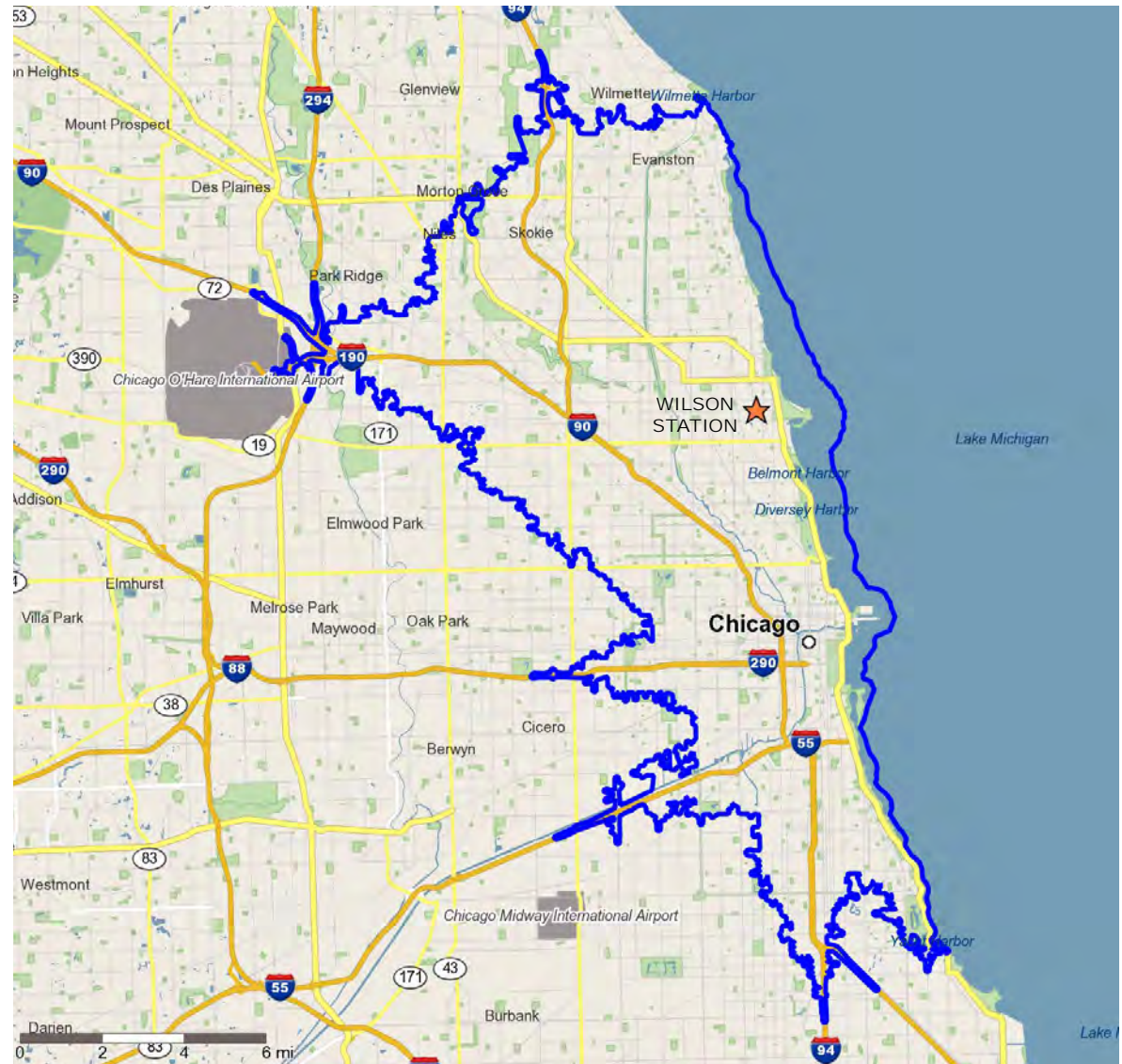
This area includes nearly all of the Uptown neighborhood.



Destination Market: 30 Minute Drive

The destination market exists within a 30 minute drive from the customer's destination. Many retailers see this area as their market for "BOPIS" or "Buy Online Pickup In Store." For this market, Google Maps will typically guide customers and provide directions. Known inventory is critical as customers are leaving their "convenience zone" in order to purchase something.

Destination dining is one example of a destination business that customers will travel to. It is not uncommon for customers to travel up to 30 minutes to dine at a particular restaurant, especially if they are seeking a particular cuisine. For reference, 30 minutes is the typical Chicago employee commute. For Uptown, this market area is constrained by Lake Michigan.



Demographic Comparison

In general, the study area has a concentrated population with a high population density. For retailers however, this may be offset by a lack of daytime population represented by a low number of jobs within the study area. Some residents may be telecommuting or working from home. About 5.2% of workers always work from home and 43% of Americans occasionally work from home, which increases the daytime population from figures shown here. Those numbers are not reflected in this data, but if known could help support the notion that restaurants and retailers could perform well during the day as well as in the evening.

While there is a perception that the Uptown neighborhood has a higher level of lower income residents and seniors on a fixed income, the data does not necessarily reflect this. Retailers in Uptown have access to a large high-income market. Additionally, relatively low vehicle ownership in the study area could work in retailers' favor as residents are more likely to walk, bike, and use transit, which makes them more likely to spend at businesses near their home.

| | 0.5 MILES | 5 MINUTE DRIVE | 30 MINUTE DRIVE |
|----------------------------------|-----------|----------------|-----------------|
| BASIC CHARACTERISTICS | | | |
| Total Population | 29,666 | 60,024 | 1,753,985 |
| Total Households | 14,649 | 31,906 | 756,137 |
| Population Density (square mile) | 37,699 | 28,867 | 12,453 |
| Jobs | 9,308 | 17,285 | 1,342,233 |
| Jobs per household | 0.64 | 0.54 | 1.78 |
| Median Age | 37.4 | 36.8 | 34.6 |
| RACIAL AND ETHNIC MIX | | | |
| Asian | 14.2% | 13.5% | 11.8% |
| Black | 25.9% | 17.9% | 14.6% |
| White | 48.5% | 57.8% | 57.7% |
| Other | 7.1% | 6.7% | 11.7% |
| Multi-Race | 3.8% | 3.7% | 3.8% |
| Hispanic Ethnicity | 15.1% | 15.1% | 26.3% |
| INCOME | | | |
| Average Household Income | \$60,697 | \$73,545 | \$98,800 |
| Median Household Income | \$35,055 | \$47,045 | \$63,686 |
| Per Capita Income | \$31,138 | \$39,775 | \$42,995 |
| % Rental housing | 78.3% | 71.3% | 57.3% |
| VEHICLES | | | |
| 0 Vehicles Available | 48.2% | 42.7% | 26.3% |
| 1 Vehicle Available | 40.7% | 44.7% | 45.7% |

Age Comparison

The 1/2 mile pedestrian market has slightly fewer children and slightly more established adults nearby. Overall, the age comparison appears fairly consistent across all three logical markets.

| | 0.5 MILES | | 5 MINUTE DRIVE | | 30 MINUTE DRIVE | |
|------------------------------|-----------|-------|----------------|-------|-----------------|-------|
| AGE 0 - 4 | 1,667 | 5.6% | 3,241 | 5.4% | 108,922 | 6.2% |
| AGE 5 - 14 | 2,151 | 7.3% | 3,781 | 6.3% | 172,687 | 9.8% |
| AGE 15 - 19` | 938 | 3.2% | 1,562 | 2.6% | 86,694 | 4.9% |
| AGE 20 - 24 | 1,825 | 6.2% | 3,628 | 6.0% | 132,785 | 7.6% |
| AGE 25 - 34 | 6,777 | 22.8% | 15,450 | 25.7% | 388,548 | 22.2% |
| AGE 35 - 44 | 5,285 | 17.8% | 10,965 | 18.3% | 268,793 | 15.3% |
| AGE 45 - 54 | 4,111 | 13.9% | 7,855 | 13.1% | 204,881 | 11.7% |
| AGE 55 - 64 | 3,416 | 11.5% | 6,406 | 10.7% | 186,250 | 10.6% |
| AGE 65 - 74 | 1,950 | 6.6% | 3,883 | 6.5% | 117,757 | 6.7% |
| AGE 75 - 84 | 1,061 | 3.6% | 2,122 | 3.5% | 57,662 | 3.3% |
| AGE 85 + | 484 | 1.6% | 1,128 | 1.9% | 28,941 | 1.7% |
| MEDIAN AGE | 37.4 | | 36.8 | | 34.6 | |
| Children (0 - 19) | 16% | | 14% | | 21% | |
| Young Adults (20 - 34) | 29% | | 32% | | 30% | |
| Established Adults (35 - 64) | 43% | | 42% | | 38% | |
| Senior (65 +) | 12% | | 12% | | 12% | |

Target Businesses

Uptown United surveyed more than 1,500 people and asked "how much more money would you spend if the following type of business opened in the area?" The table to the right shows the percentage of respondents that answered either "A Lot More" or "A Little More."

The chart to the right shows the percentage of respondents that answered "A Lot More" when asked "how much more money would you spend if the following type of business opened in the area?"

There is a clear desire for additional restaurants, more entertainment and arts opportunities, as well as increased traditional retail and personal service businesses.

HOW MUCH MORE MONEY WOULD YOU SPEND IF THE FOLLOWING TYPE OF BUSINESS OPENED IN THE AREA? (A LOT MORE PLUS A LITTLE MORE)

| | |
|--|-------|
| Full-Service Restaurant (order at your table) | 93.7% |
| Entertainment & Arts (music, theatre, visual art gallery etc.) | 88.2% |
| Traditional Retail Shop | 83.6% |
| Bar/Pub | 79.1% |
| Limited-Service Restaurant (order at a counter) | 78.4% |
| Personal Services (salon, spa, barber, dry cleaner, etc.) | 68.6% |

HOW MUCH MORE MONEY WOULD YOU SPEND IF THE FOLLOWING TYPE OF BUSINESS OPENED IN THE AREA? (A LOT MORE)

| | |
|--|--------|
| Full-Service Restaurant (order at your table) | 59.66% |
| Entertainment & Arts (music, theatre, visual art gallery etc.) | 48.02% |
| Bar/Pub | 43.13% |
| Traditional Retail Shop | 31.14% |
| Limited-Service Restaurant (order at a counter) | 27.95% |
| Personal Services (salon, spa, barber, dry cleaner, etc.) | 19.15% |

Annual Spending

Annual spending for all three logical markets reflects a robust market.

In order for businesses to access this spending, efficient retail spaces are necessary for profitably. This is where high build-out costs in older buildings can be a barrier to entry for many retailers.

In these robust markets, quality competes best. Food, merchandising, and operations & marketing must be done at a high level to succeed.

Apparel is impacted by the internet more strongly than other sectors, so spending power may not translate to local spending in these sectors.

| | 0.5 MILES | 5 MINUTE DRIVE | 30 MINUTE DRIVE |
|-----------------------------------|--------------|----------------|-----------------|
| FOOD | | | |
| Food away from home | \$35,327,821 | \$88,661,031 | \$2,556,688,231 |
| Alcoholic Beverage away from home | \$1,918,726 | \$4,993,927 | \$137,390,093 |
| Food at Home (Grocery) | \$51,027,008 | \$121,315,546 | \$3,195,903,767 |
| APPAREL | | | |
| Womens' and Girls' Apparel | \$7,843,221 | \$18,494,632 | \$522,422,615 |
| Men's and Boys' Apparel | \$6,292,185 | \$15,572,680 | \$422,854,495 |
| Infant's Apparel | \$1,617,103 | \$4,038,342 | \$98,335,617 |
| Footwear | \$4,379,465 | \$10,519,408 | \$287,097,658 |
| Apparel Services And Accessories | \$2,982,829 | \$7,057,607 | \$193,979,386 |
| Entertainment Fees and Admissions | \$9,408,664 | \$22,073,332 | \$663,583,069 |

Leisure Activities Index Comparison

The Leisure Activities Index measures how likely a group is to spend money on particular leisure activities compared to the national average. For this index, 100 represents the national average.

In Uptown and its three logical markets, movies, fitness, and comedy entertainment are in high demand. Fast food is in low demand, while family restaurants are slightly lower than the national average.

| | 0.5 MILES | 5 MINUTE DRIVE | 30 MINUTE DRIVE |
|-----------------------------|-----------|----------------|-----------------|
| Visit Family Restaurants | 90 | 95 | 98 |
| Visit Fast Food Restaurants | 71 | 74 | 82 |
| Movie Attendance | 196 | 244 | 207 |
| Physical Fitness Program | 125 | 129 | 120 |
| Attend Comedy Club | 170 | 178 | 152 |

KEY:

- < 100 = less likely than national average to spend money on this category
- 100 = national average
- > 100 = more likely than national average to spend money on this category

Ancestry and Ethnicity

Overall, ancestry appears fairly consistent across all three logical markets. There does appear to be a Sub-Saharan Africa Ancestry Cluster in the pedestrian and convenience market areas. Multi-ethnic first-generation families reported high across all three markets.

| ANCESTRY | 0.5 MILES | | 5 MINUTE DRIVE | | 30 MINUTE DRIVE | |
|---------------------|---------------|------------|----------------|------------|------------------|------------|
| | Count | Percentage | Count | Percentage | Count | Percentage |
| Other Groups | 12,220 | 43.7% | 22,956 | 39.6% | 876,156 | 49.8% |
| German | 2,660 | 9.5% | 6,128 | 10.6% | 154,044 | 8.8% |
| Irish | 2,122 | 7.6% | 5,427 | 9.4% | 139,527 | 7.9% |
| Sub-Saharan African | 2,057 | 7.4% | 2,973 | 5.1% | 24,088 | 1.4% |
| Polish | 1,157 | 4.1% | 2,930 | 5.1% | 102,857 | 5.9% |
| English | 1,067 | 3.8% | 2,381 | 4.1% | 50,485 | 2.9% |
| Italian | 910 | 3.3% | 2,277 | 3.9% | 75,674 | 4.3% |
| TOTAL | 22,193 | | 57,985 | | 1,758,406 | |

| LANGUAGE SPOKEN AT HOME | 0.5 MILES | | 5 MINUTE DRIVE | | 30 MINUTE DRIVE | |
|------------------------------------|-----------|------------|----------------|------------|-----------------|------------|
| | Count | Percentage | Count | Percentage | Count | Percentage |
| Spanish | 3,402 | | 6,717 | | 323,586 | |
| Other and unspecified | 2,442 | | 3,416 | | 28,086 | |
| Russian Polish or Slavic | 883 | | 1,943 | | 65,798 | |
| Vietnamese | 845 | | 1,154 | | 7,903 | |
| Other Indo-European | 813 | | 2,217 | | 70,044 | |
| Arabic | 440 | | 826 | | 14,425 | |
| Tagalog (incl. Filipino) | 385 | | 846 | | 24,060 | |
| Korean | 356 | | 609 | | 10,284 | |
| French Haitian or Cajun | 318 | | 594 | | 11,919 | |
| Other Asian and Pacific Island | 310 | | 709 | | 19,227 | |
| Chinese (incl. Mandarin Cantonese) | 250 | | 504 | | 46,267 | |
| German or other West Germanic | 138 | | 402 | | 7,751 | |

Mosaic Segmentation

Experian’s Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers’ choices, preferences and habits. Of the 71 types, Urban Edge is the dominant lifestyle nearby. For many retailers this is a desirable market. Gotham Blend is also well represented and is also considered a desirable market that mixes well with Urban Edge.

URBAN EDGE

Urban Edge are unmarried single millennials living in the funky neighborhoods of the nation’s big cities. Found in iconic neighborhoods like Greenwich Village in New York City and Haight-Ashbury in San Francisco, these city dwellers thrive in settings known for their cafes, nightclubs and arts. Most are college educated, in their 20s and living in apartments and condos. They can afford their lofts in gentrified buildings thanks to well-paying jobs in business, sales, the arts and public policy. However, most care less about their residences than their locations near great ethnic restaurants, chic boutiques, hot music clubs and other unattached singles attracted to this urban scene.

GOTHAM BLEND

Gotham Blend are singles, couples and divorced individuals with a mix of high-school and college graduates. There’s a multicultural atmosphere to their dense urban neighborhoods concentrated in the New York metro area.

| | 0.5 MILES | | 5 MINUTE DRIVE | | 30 MINUTE DRIVE | |
|----------------------------------|---------------|--------------|----------------|--------------|-----------------|--------------|
| G25 Urban Edge | 12,898 | 43.5% | 36,277 | 60.4% | 467,602 | 26.7% |
| K38 Gotham Blend | 6,257 | 21.1% | 8,394 | 14.0% | 336,816 | 19.2% |
| O54 Striving Single Scene | 4,744 | 16.0% | 5,694 | 9.5% | 59,560 | 3.4% |
| P57 Modest Metro Means | 4,611 | 15.5% | 4,611 | 7.7% | 110,158 | 6.3% |
| S71 Tough Times | 1,157 | 3.9% | 2,327 | 3.9% | 12,401 | 0.7% |

Nearly two thirds of households live in apartments, priced out of owning in-town houses and condos. In their 40s and 50s, they can afford their monthly rents thanks to a variety of jobs in white- and blue-collar professions. Most Gotham Blend have lived at the same residence for fewer than nine years and report being bilingual at three times the national average.

STRIVING SINGLE SCENE

Young singles and single parents dominate Urban Ambition, a segment of apartment-dwelling households in urban fringe neighborhoods. Many are under 35 years old, half have children and many have some college education while earning low wages from first-time jobs. Their neighborhoods are characterized by low-rise apartments, rental houses, secondhand stores and funky cafes. This is a transient segment of young adults, many not long removed from the bedrooms of their parents’ homes. More than three quarters have lived at the same address for fewer than three years, and they’re always on the hunt for a better job and larger apartment near reliable transportation.

MODEST METRO MEANS

Modest Metro Means is characterized by the variety of odd jobs they hold, a low education level and older housing. Only one out of ten members holds college degrees. Their incomes from low-level blue-collar and service-sector jobs are 40 percent below-average and nearly 95 percent live in rental units in apartment buildings, duplexes and row houses, typically nearly a century old.

TOUGH TIMES

Tough Times are the most economic-challenged consumers in the US living in households found in aging city neighborhoods. Most of the adults are between 50 and 75 years old, and they’re living on their own as single, divorced or widowed individuals. With their below educational achievement—degree high school diploma is the highest degree achieved by 90 percent of this market—they earn minimum wages as service-sector workers. One-quarter of households contain a retiree, increasing the number of residents getting by on fixed incomes. In Tough Times, a majority of householders report incomes of less than \$15,000 a year, below the poverty line.



10.0 - Next Steps

Based on the Planning Team’s observations and analyses, Central Uptown’s land use, transportation, urban design, and economic development issues present opportunities as well as constraints and challenges to the area’s long-term revitalization. These in conjunction with on-site field work and public input have led to the development of three key issues that will frame potential planning strategies. These topics will potentially be 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.

10.1 - Enhance Uptown’s Public Spaces

Within Central Uptown there are a range of potential opportunities to enhance existing public spaces. These spaces help to establish a network of places and experiences that will draw people to the area and bring them together with current residents and customers. While the nature, scale, and priority level of potential improvements may vary between the different types of spaces, each one plays an important role in the overall success of Central Uptown. Three potential themes include:

- *Improve public gathering spaces, to bring people together*
- *Improve infrastructure, to create a safe and welcoming environment*
- *Employ creative placemaking, to tell Uptown’s story*

10.2 - Strengthen Uptown’s Business Community

One of Uptown’s greatest assets is its diverse and unique business community. To ensure future success both the existing business community needs to be strengthened while the overall collection of businesses in Uptown needs to grow and diversify. Three potential themes include:

- *Identify and acknowledge the challenges that today’s business owners face*
- *Employ strategies for existing businesses to succeed*
- *Attract strategic additional businesses that will strengthen and diversify the existing business mix*

10.3 - Guide Land Use and Development to Maintain Uptown’s Character and Diversity

Planning allows a community to guide land use and policy decisions. In Uptown, maintaining the character and diversity of the neighborhood surfaced as a high priority. Three potential themes include:

- *Understand what development scenarios at key sites would be appropriate*
- *Understand what kind of development the market will support*
- *Recommended land use and design priorities for key opportunity sites*

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