

51ST STREET

LOCATED ON THE BORDER BETWEEN WASHINGTON PARK AND BRONZEVILLE, THE EAST 51ST STREET CORRIDOR HAS A HERITAGE ROOTED IN BLACK ENTREPRENEURSHIP AND EXCELLENCE. IMMEDIATELY SOUTH OF THE “HEART” OF BRONZEVILLE, THE LOCAL 51ST COMMUNITY SHINES AS MODEL FOR ORGANIZED COMMUNITY ACTION. TODAY, SEVERAL PROJECTS ARE UNDERWAY IN THE CORRIDOR DESPITE THE PAST DECADES OF DISINVESTMENT AND PROMISES. A FOOD-CENTERED BUSINESS INCUBATOR IS NOW FILLING WITH TENANTS ON THE CORNER OF PRAIRIE AND 51ST, ORGANIZERS GATHER TO TEND TO THE COMMUNITY GARDEN AT CALUMET. AND BEFORE DIVVY STARTED MOVING OUTSIDE OF DOWNTOWN AND THE NORTH SIDES, BRONZEVILLE BIKES AND THE BIKE BOX CAME FIRST.

THE WILL OF THE COMMUNITY IS UNFAZED IN THE LIGHT OF PAST PROMISES. NOW IS THE TIME AND THE CHANGE WILL COME, PLANTED IN THE GROUND BY THE RESIDENTS, BUSINESS OWNERS, AND COMMUNITY. CONTAINED IN THIS PROPOSAL IS THE OUTLINE OF A FRAMEWORK INTENDED TO EMPOWER AND EMBOLDEN THAT ACTION.

INTRODUCTION

THIS COMMUNITY HAS DECIDED ON CHANGE. WITHOUT THE TYPICAL LEVELS OF INVESTMENT GIVEN TO OTHER DISTRICTS, THE COMMUNITY HAS, THROUGH ORGANIZATION AND WILL, DEVELOPED A DIY CULTURE OF MARKETPLACE, GATHERING, AND ACTION.

EVEN AS THIS REPORT IS DRAFTED, NEW INITIATIVES COME FORTH FROM THE COMMUNITY AND THEIR PARTNERS. WE AIM TO AMPLIFY AND GIVE VOICE TO THIS ACTION. WE AIM TO DEVELOP A TOOLKIT OF RESOURCES THAT ALLOWS THE COMMUNITY TO DEFINE THEIR OWN FUTURE AND GAIN ACCESS TO AVAILABLE RESOURCES. LASTLY, WE AIM TO HELP BREAK THE BARRIERS TO FUTURE DEVELOPMENT - BUT NOT THE KIND THAT WOULD MAKE ONLY DEVELOPERS PROFIT. DEVELOPMENT THAT WILL ENHANCE AND SUPPORT THE VOICES OF 51ST STREET.

COMMUNITY-ORGANIZED ACTION HAS HAD PROFOUND EFFECT TO THE CORRIDOR ALREADY. THE BOXVILLE MARKET, MADE OF SHIPPING CONTAINERS HOSTS WEEKLY SUMMER EVENTS WITH BURGEONING ENTREPRENEURS. THE BRONZEVILLE COOKIN' FACILITY AIMS TO SHARE THE FOOD OF THE AFRICAN DIASPORA. RED APPLE FOOD & LIQUOR HAS PLANS TO BE A MORE CONNECTED MARKETPLACE IN THE COMMUNITY. JAZZ FEST BUILDS ON THE BRONZEVILLE HERITAGE AND OFFERS ENTERTAINMENT AND GATHERING. MEANWHILE, THE COMMUNITY GARDEN THRIVES ON THE HARD WORK OF THE MANY ORGANIZED VOLUNTEERS.

NOW IS THE TIME TO HARNESS THIS POWERFUL MESSAGE. THE COMMUNITY IS READY, AND THEY WILL DO IT WITH OR WITHOUT THE SAME INVESTMENT GIVEN TO OTHER NEIGHBORHOODS.



BOXVILLE



51ST STREET AERIAL VIEW

CURRENT ISSUES

DENSITY

YEARS OF TURMOIL, CHANGE, DISINVESTMENT, FLIGHT, AND MORE HAVE CHANGED THE SURROUNDING NEIGHBORHOOD. ONE OF THE HIGHEST LAND VACANCY RATES IN THE CITY, THE SOUTHERN PORTION OF THE 3RD WARD WILL HAVE TO OVERCOME SOME AMOUNT OF POPULATION GROWTH IN ORDER TO SUSTAIN FUTURE BUSINESSES.

STREET LIFE

UNTIL RELATIVELY RECENTLY, INVESTMENT IN PUBLIC INFRASTRUCTURE ALONG THE RIGHT-OF-WAY HAD BEEN SCARCE. NEWER DEVELOPMENTS SUCH AS THE BRONZEVILLE INCUBATOR HAVE SEEN ADDITIONAL STREET TREES ADDED. FUTURE UPGRADES FOR SAFETY, TRAFFIC CALMING, BEAUTIFICATION WILL HELP ENHANCE THE CORRIDOR AND TURN IT INTO A MORE VIBRANT COMMERCIAL CORRIDOR FOR RESIDENTS AND VISITORS.

LACK OF DIVERSE USES

THE CORRIDOR CURRENTLY SUPPORTS FEW TYPOLOGIES OF BUSINESSES, SUCH AS FOOD, CHILD CARE, SALONS, ETC. ADDITIONAL SUPPLEMENTAL USES, AS DEMAND INCREASES, WILL BE NECESSARY. LAUNDRY, BANKING, ENTERTAINMENT, COFFEE, PROFESSIONAL SERVICES, RETAIL, HEALTH, ETC. WILL BE A BENEFIT TO EXISTING RESIDENTS AND PROVIDE LONG-TERM SUPPORT FOR GROWTH.

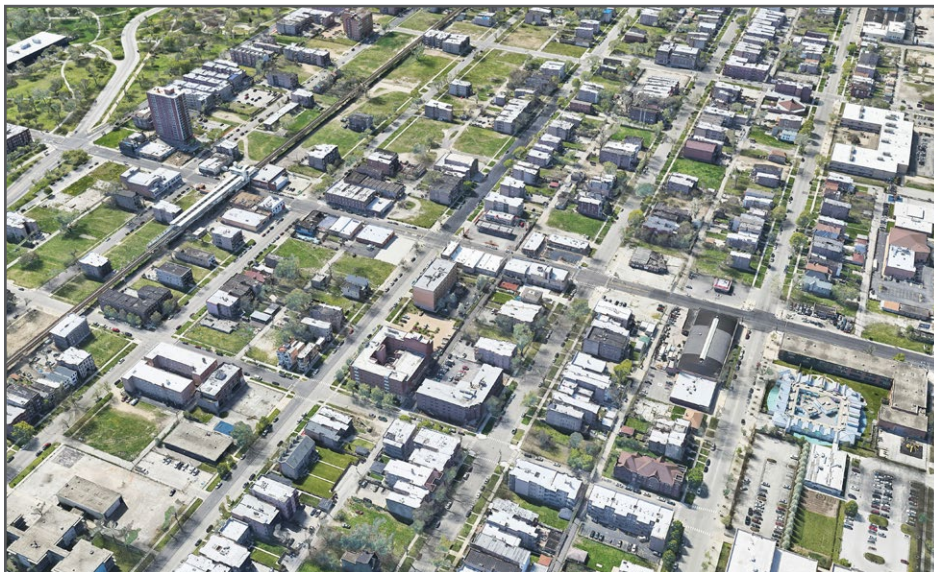
ACCESS TO RESOURCES

AVAILABLE RESOURCES NEED TO BE ADVERTISED AND ACCESS TO THEM NEEDS TO BE COMMUNICATED. BETWEEN TIF/SBIF IMPROVEMENTS, PHILANTHROPIC INVESTMENT, COMMUNITY-POWERED INITIATIVES, AND POTENTIAL ENTREPRENEURS. ALL HAVE A STAKE IN THE FUTURE OF 51ST. THE DEFINITION OF A CENTRAL, PLAIN-LANGUAGE, AND ACTIONABLE REPOSITORY COULD EMPOWER THE COMMUNITY'S IDEAS.

VISION

A LONG TERM VISION SHOULD BE IMPLEMENTED WITHIN THE COMMUNITY. WHERE DO THEY SEE THEIR FUTURE? WHAT WILL IDENTIFY, STRENGTHEN, AND SUPPORT THE FUTURE OF EAST 51ST STREET WITHOUT THE TYPICAL TRAPPINGS OF GENTRIFICATION OR EMPTY PROMISES. A FRAMEWORK FOR THAT DEFINITION SHOULD BE DRAFTED WITH INPUT AND SUPPORT FROM EXISTING RESIDENTS, BUSINESS OWNERS, GOVERNMENT, AND ALL OTHER STAKEHOLDERS.

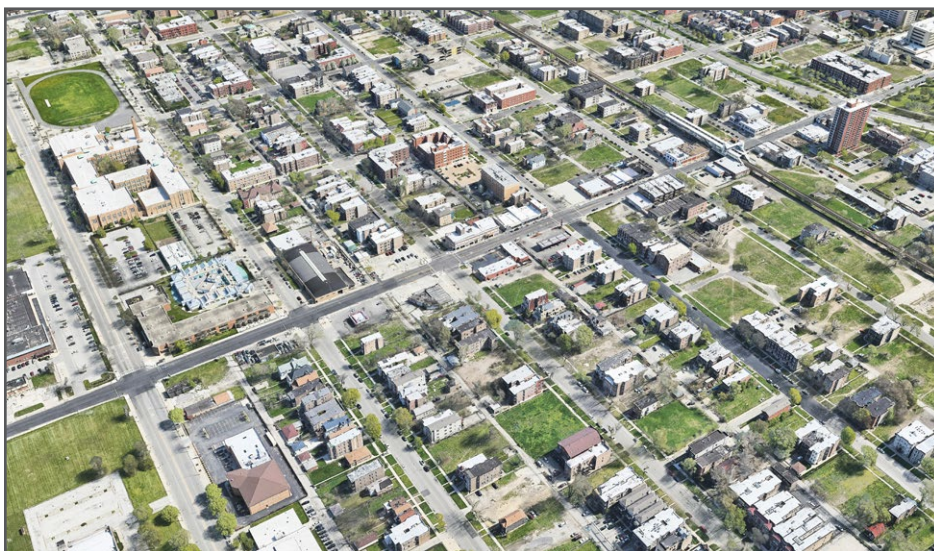
EXISTING URBAN FABRIC



AERIAL VIEW, LOOKING SOUTHEAST



AERIAL VIEW, LOOKING SOUTHWEST



AERIAL VIEW, LOOKING NORTHEAST



AERIAL VIEW, LOOKING NORTHWEST

GUIDING PRINCIPLES



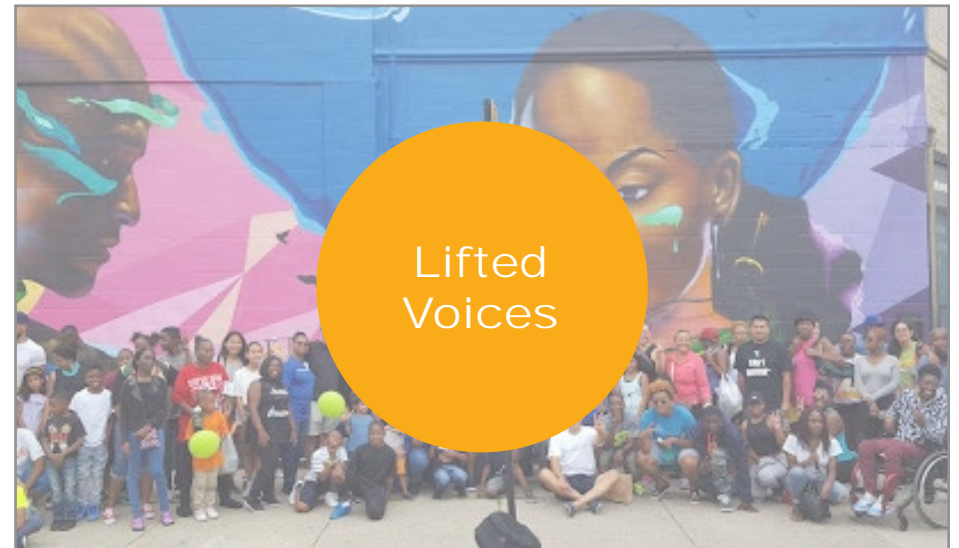
OVERTON COMMUNITY ACTION



BRONZEVILLE BIKE BOX

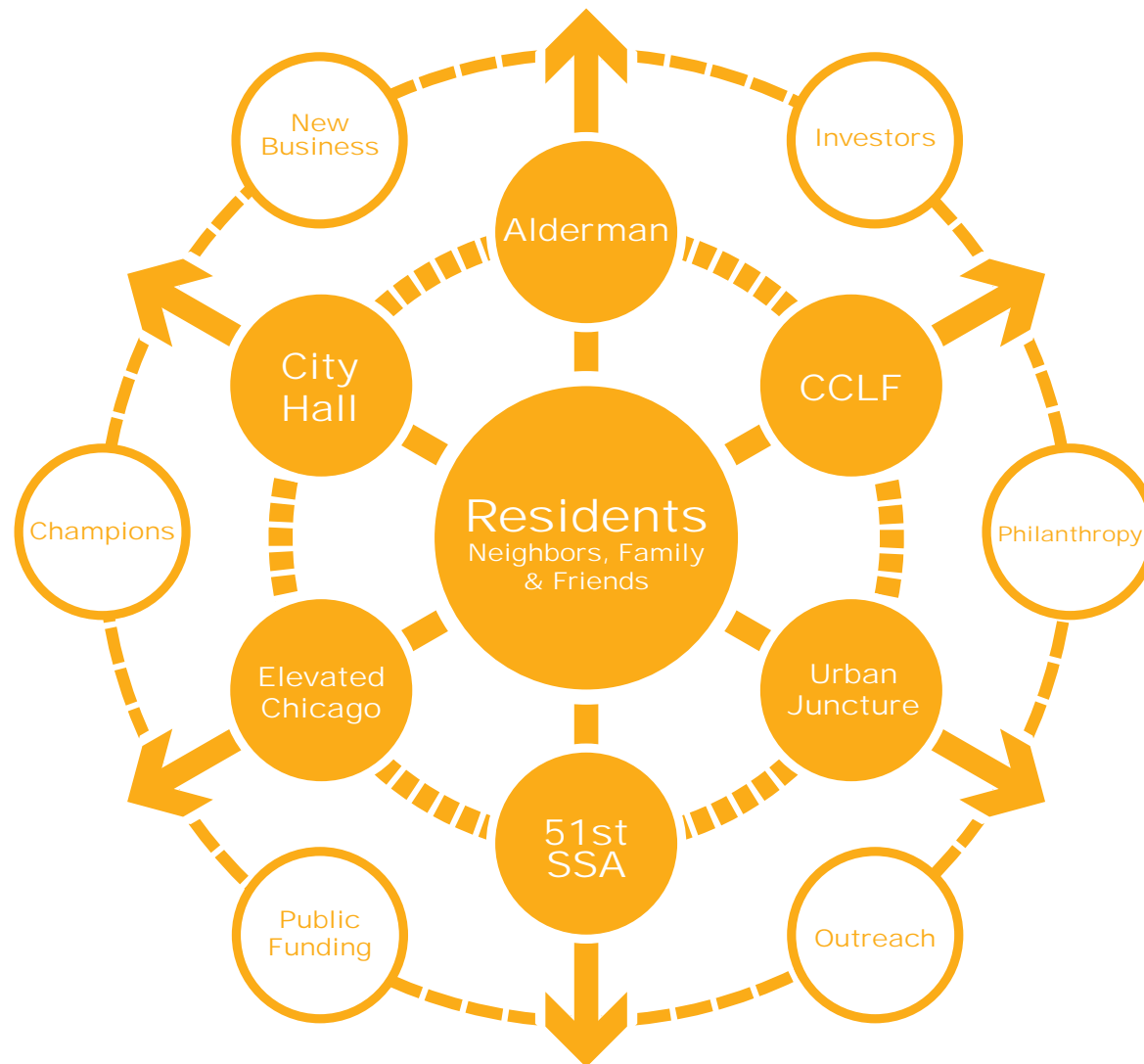


TIMBERLAND ACTION DAY AT BRONZEVILLE COMMUNITY GARDEN



WALL OF PEACE AND LOVE

51ST STREET COMMUNITY ECOSYSTEM



MAKING THE CONNECTIONS

A COMMUNITY IS MORE THAN THE PEOPLE WHO LIVE THERE. THE RESIDENTS, BUSINESS OWNERS, FAMILY, FRIENDS - THIS IS THEIR PLACE. THEY ARE SUPPORTED BY EXISTING PARTNERS, GOVERNMENT, INVESTORS, RESEARCHERS, VOLUNTEERS, AND CHAMPIONS.

THESE ORBITS ARE INTERCONNECTED. REMEMBERING WHO IS AT THE CENTER IS MOST IMPORTANT. THE OUTER RINGS NOT ONLY SUPPORT THE CENTRAL COMMUNITY BUT THEY ALSO DEFINE THE IMMEDIATE-, NEAR-, AND FUTURE-TERM CHANGES THAT CAN AFFECT THE DISTRICT.

PROPOSAL

DEVELOPMENT AND CHANGE WILL NOT HAPPEN OVERNIGHT. THE STUDY HERE AIMS TO IDENTIFY CHANGE ON A CONTINUUM AND DEFINE THE STEPS AND DECISION MAKING THAT IS REQUIRED ALONG THE WAY.

IMMEDIATE PROJECTS

THE PROJECTS IDENTIFIED IN THIS PROPOSAL AS IMMEDIATE TERM CAN BE INSTITUTED WITH A YEAR. FUNDING SOURCES ARE AVAILABLE, SUCH AS SBIF FUNDS TO REPAIR STOREFRONTS OR FACADES, PROVIDE FUNDING FOR COMMUNITY-ORGANIZED ACTION, SSA FUNDED EVENTS, AND MORE.

NEAR-TERM PROJECTS

THESE PROJECTS WILL REQUIRE ADDITIONAL RESOURCES AND NEGOTIATION WITH BOTH RESIDENTS, GOVERNMENT, AND FUNDING SOURCES. THEY HAVE THE STRONG POTENTIAL TO MAINTAIN AND IDENTIFY THE COMMUNITY AND BUILD ON TOP OF CURRENT AND IMMEDIATE MOMENTUM.

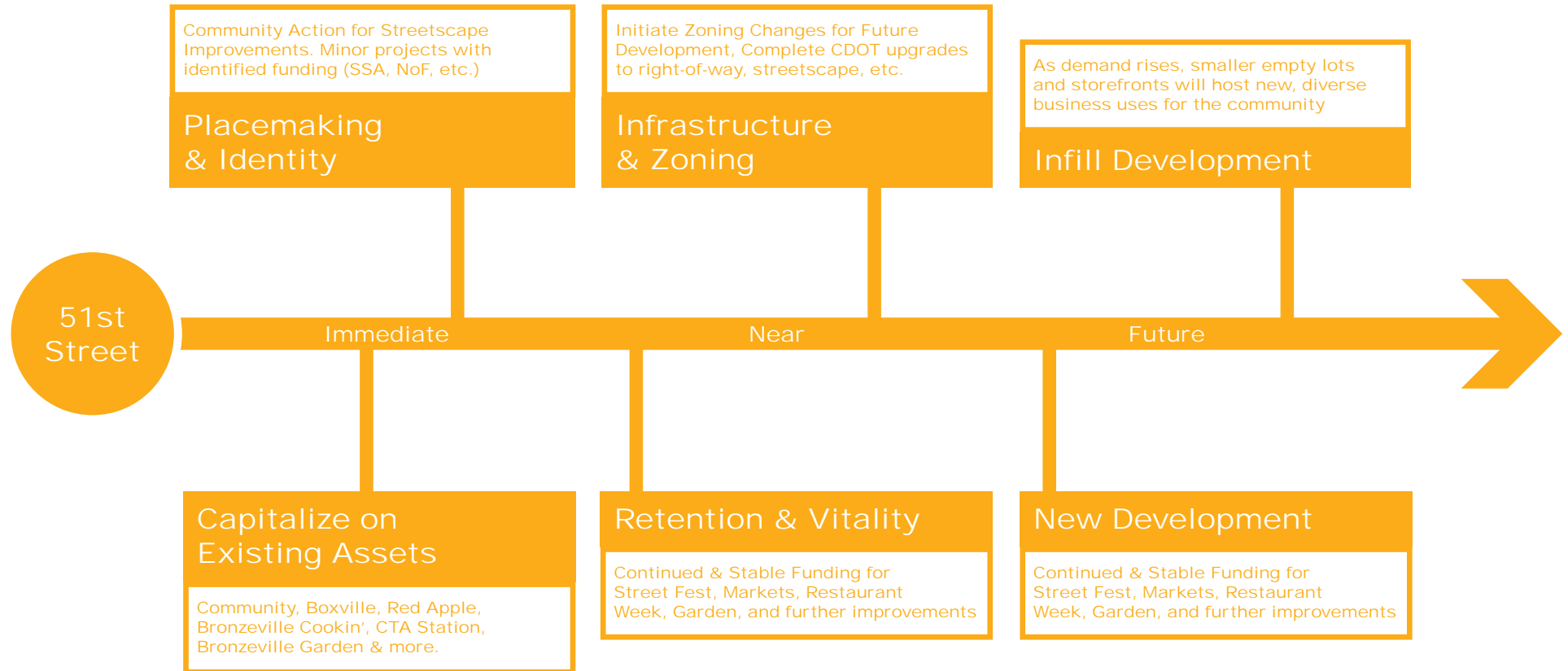
FUTURE VISION

POTENTIAL FUTURE DEVELOPMENT IS POSSIBLE IN THE CORRIDOR. PROJECTS IDENTIFIED HERE ARE POLICY AND INFRASTRUCTURE-BASED, NOT FINAL DESIGNS, ALLOWING FOR A COMMUNITY-DEFINED FUTURE.



IMAGE CAPTION

CONTINUUM OF MOMENTUM



ANALYSIS

THIS COLLECTION OF MAPPING EXERCISES HELPS DEFINE THE CURRENT STATE OF THE 51ST STREET CORRIDOR.

- **EXISTING SITE MAP**

EXISTING BUILDINGS, ROADS, AND FEATURES

- **CULTURAL AND LOCAL LANDMARKS**

CHURCHES, SCHOOLS, MONUMENTS, HISTORICAL LANDMARKS, AND MORE.

- **CORRIDOR BUSINESSES**

CURRENT BUSINESS ALONG 51ST STREET

- **EXISTING ZONING MAP**

- **TRANSIT LINES AND ROADS**

TRAINS, BUSES, DIVVY, AND ROADS

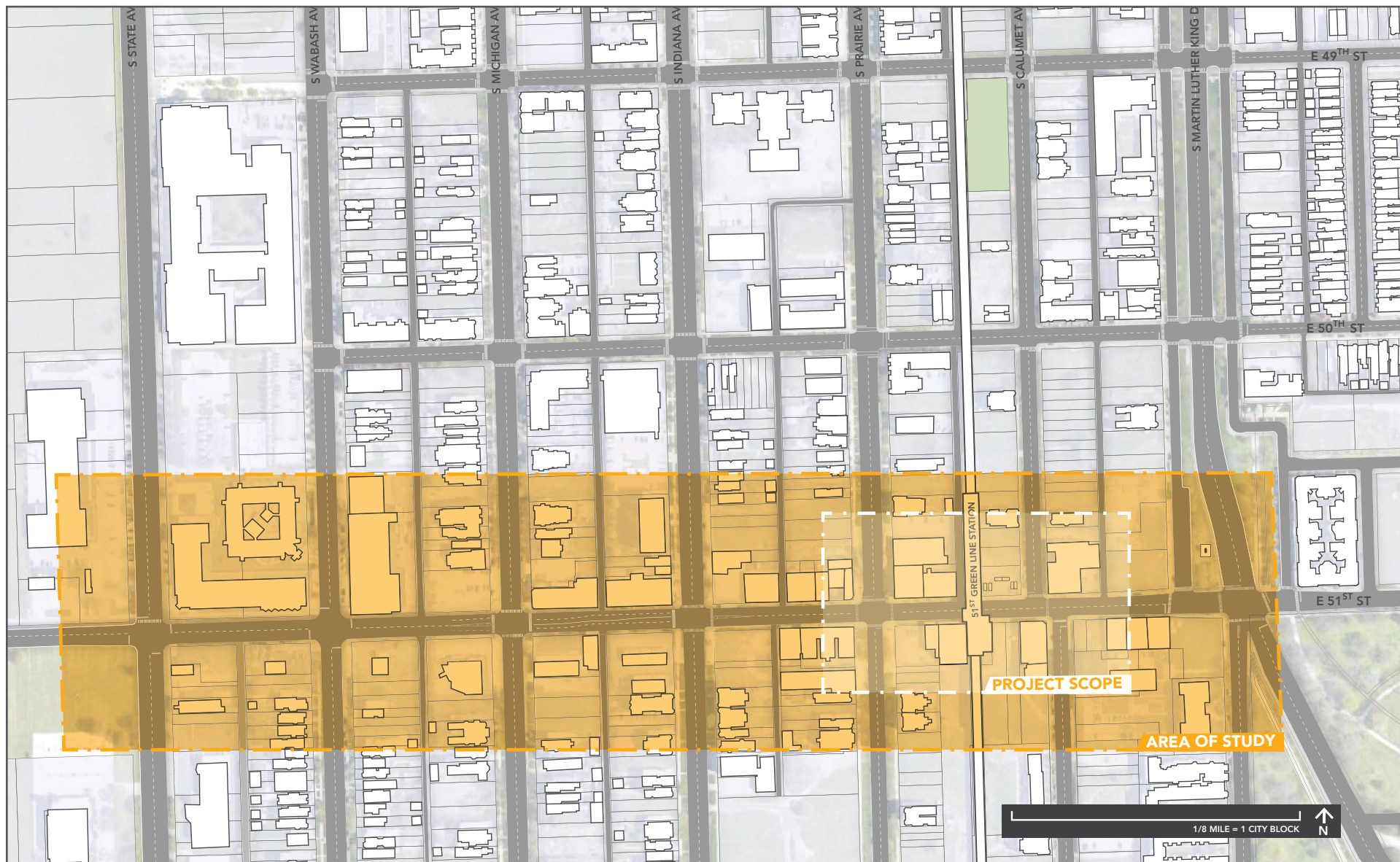
- **OVERLAYS, WARDS, AND DISTRICTS**

ALDERMANIC WARDS, ENTERPRISE ZONES, TIF DISTRICTS, SSA DISTRICTS



AERIAL VIEW

EXISTING 51ST STREET, AREA OF STUDY

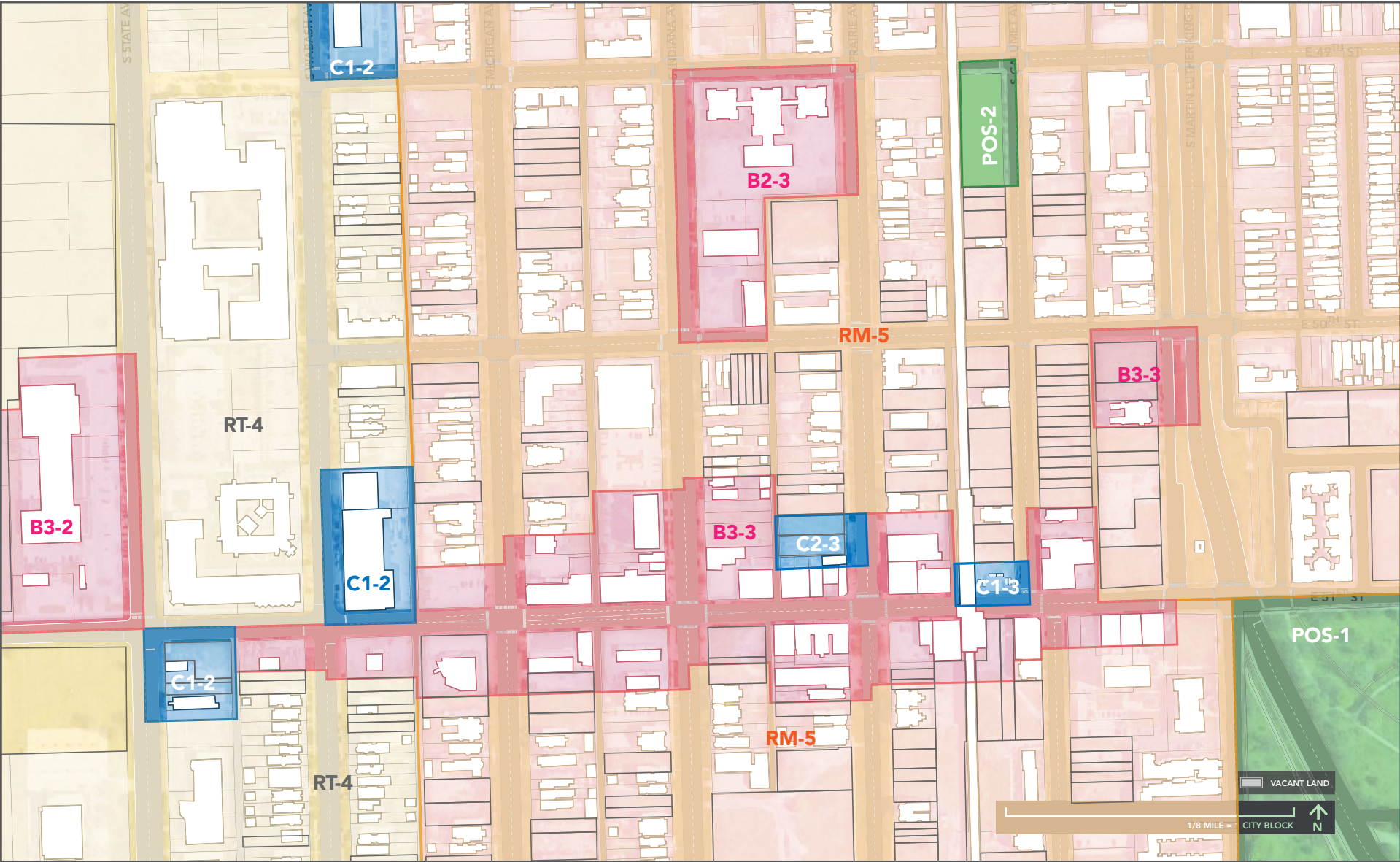


CULTURAL & LANDMARKS

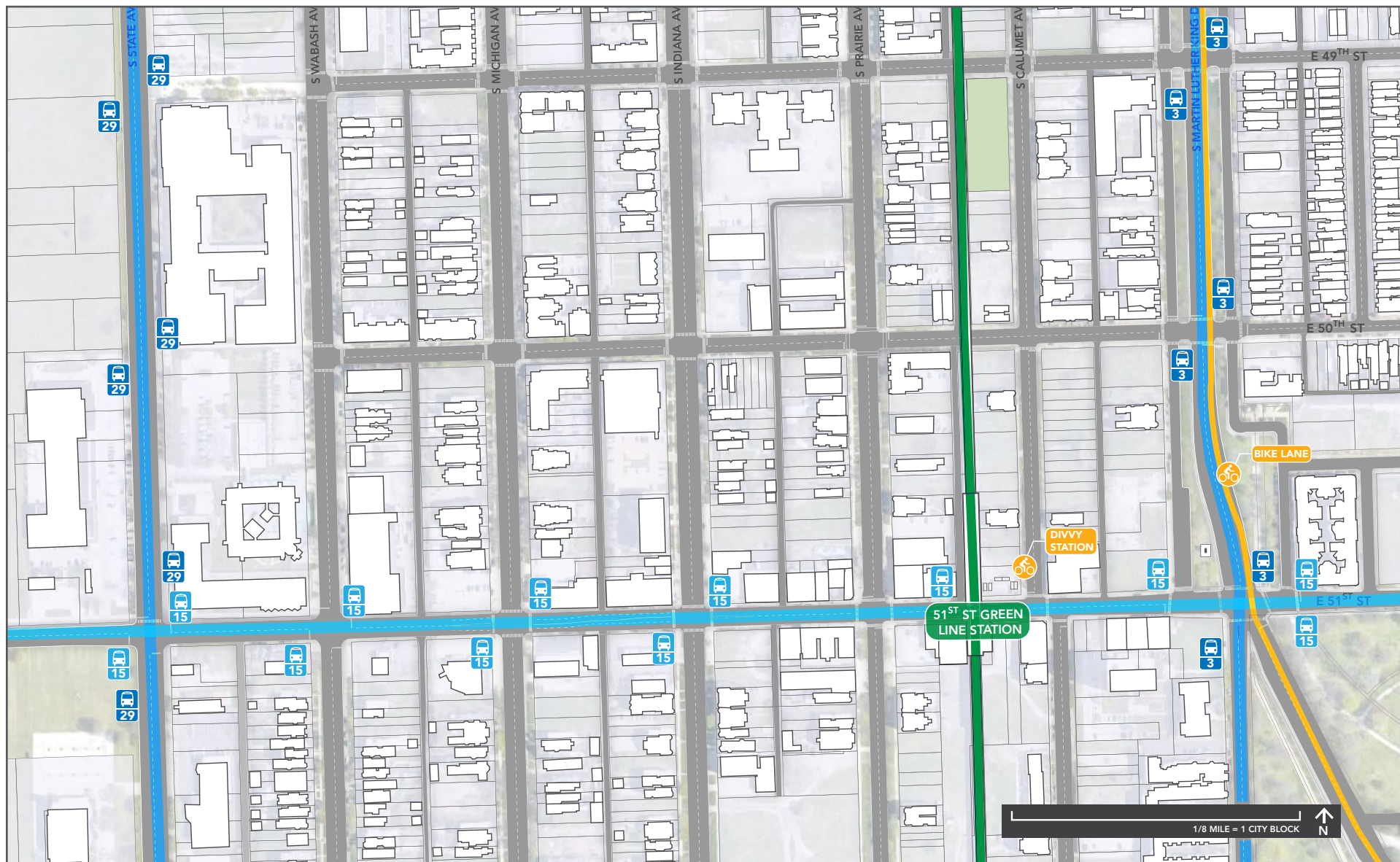




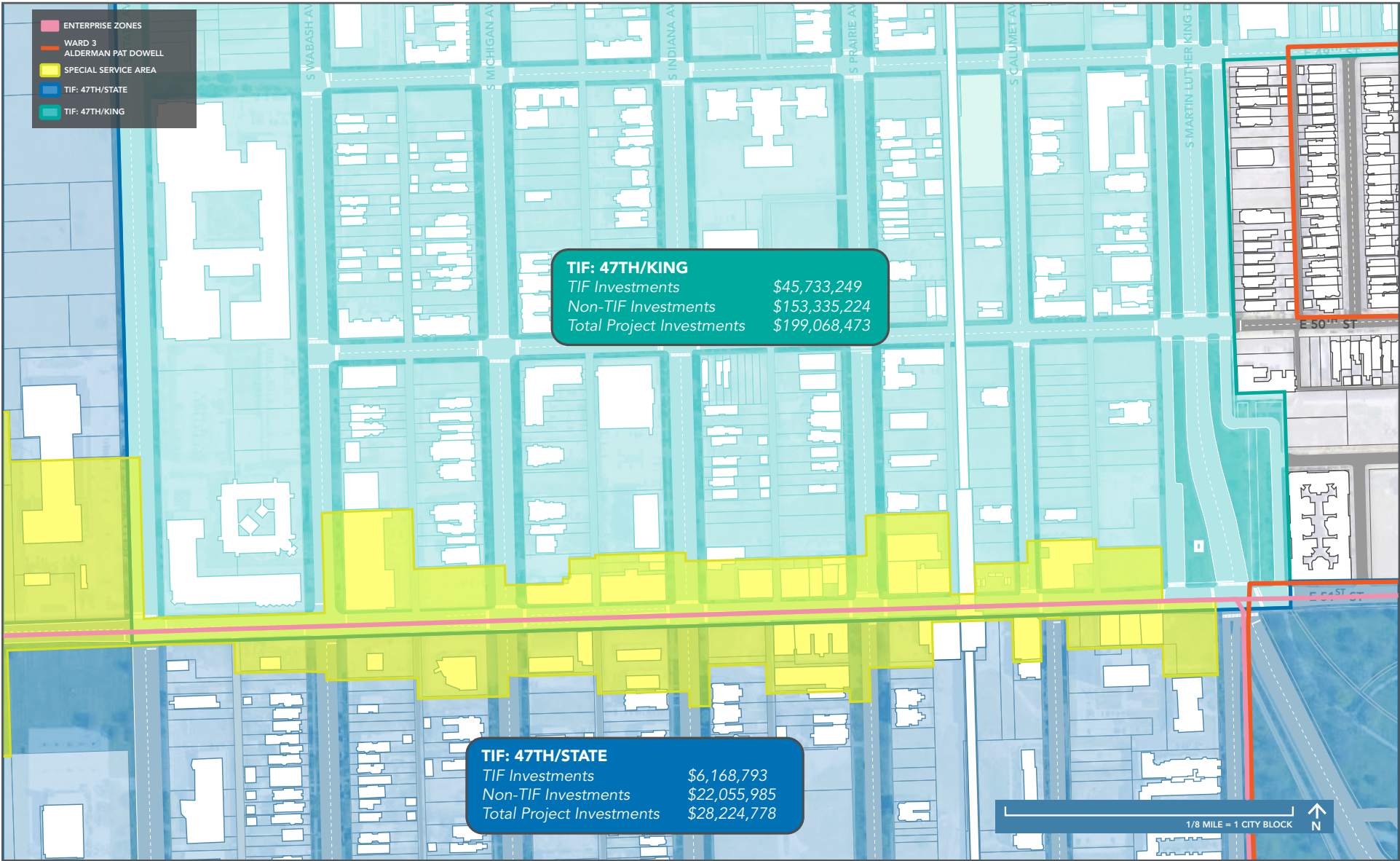
EXISTING ZONING



TRANSIT & TRAFFIC



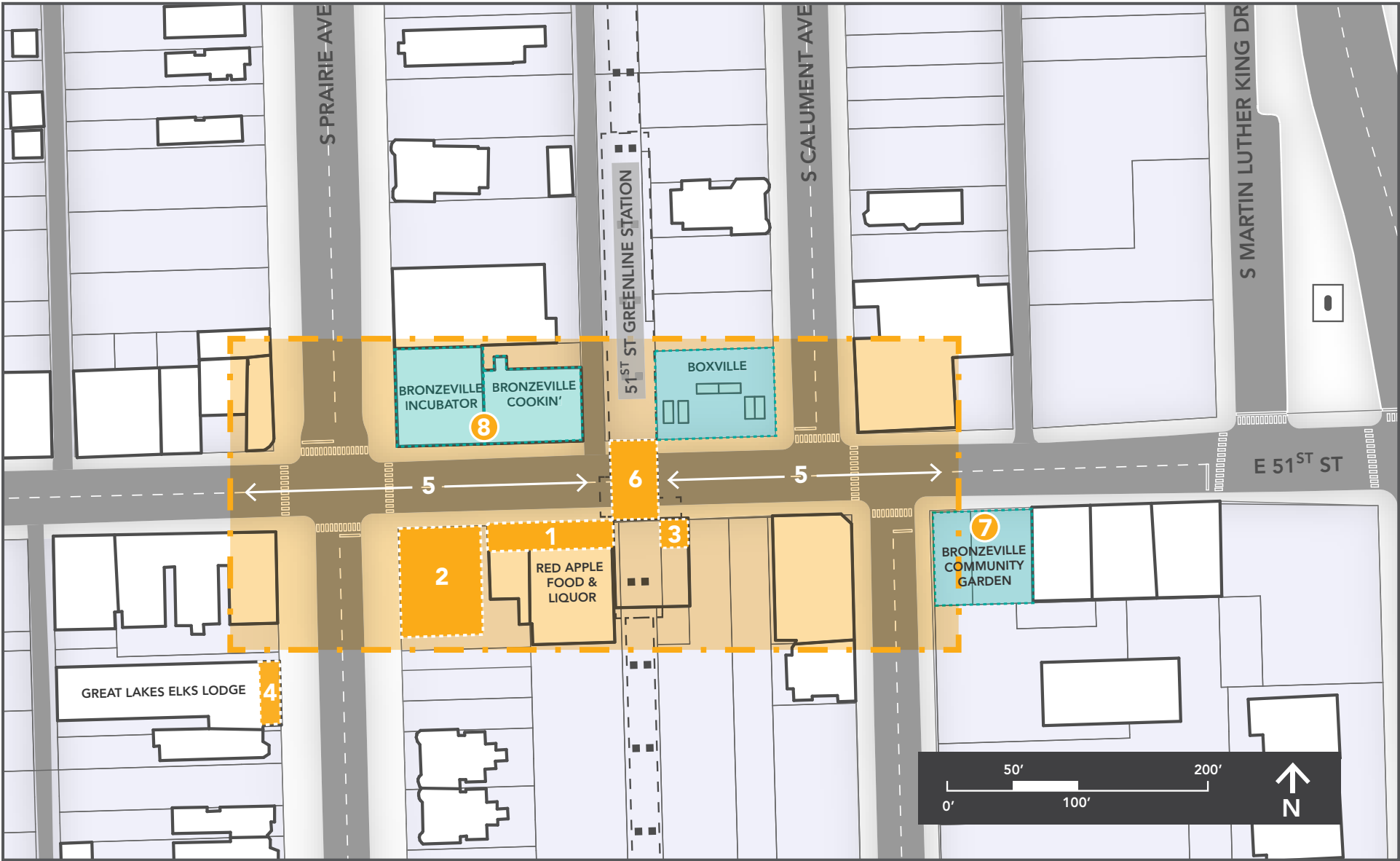
OVERLAYS, WARDS, DISTRICTS





WALL OF PEACE AND LOVE

IMMEDIATE TERM PROJECTS



IMMEDIATE TERM PROJECTS

01 RED APPLE STOREFRONT

THE EXISTING RED APPLE FOOD & LIQUOR STORE IS A PRIME OCCUPANT OF THE 51ST STREET CORRIDOR. THEIR FACADE STRETCHES FOR MOST OF THE BLOCK FROM THE GREEN LINE STATION TO PRAIRIE AVE. THIS WALL DISCONNECTS THE STORE FROM THE STREET AND DEFINES AN AUSTERE PEDESTRIAN EXPERIENCE.

A NEW STOREFRONT INSTALLATION AT RED APPLE WILL ALLOW TRANSPARENCY AND ENHANCED PEDESTRIAN EXPERIENCE AT THE STREET LEVEL. THE INCREASED CONNECTIVITY PROMOTES VISUAL CONNECTION, ACCOUNTABILITY, SAFETY, AND OPENNESS.

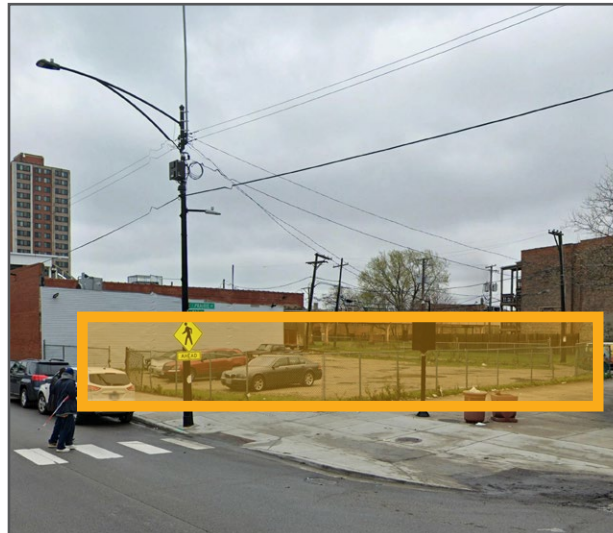


RED APPLE FOOD & LIQUOR

02 RED APPLE PARKING & MARKET

ADDITIONALLY, THE PARKING FOR RED APPLE IS MAINTAINED ON AN UNPAVED LOT. WHILE FUTURE USE OF THIS CORNER COULD BE FOR DEVELOPMENT, THE IMMEDIATE TERM IMPROVEMENT WOULD BE FOR A PAVED PARKING LOT AND LANDSCAPE ELEMENTS.

THIS PAVED AREA COULD ALSO HOST OUTDOOR MARKET ACTIVITIES ON THE CORNER OR OTHER STREET-RELATED EVENTS.



RED APPLE PARKING LOT

03 CTA COFFEE KIOSK

THE 51ST STREET BUSINESS ASSOCIATION AND SSA #52 WOULD LIKE TO USE AVAILABLE SPACE AT THE CTA STATION TO OPERATE A COFFEE KIOSK THAT WOULD GENERATE REVENUE FOR THE SSA.

THE STATION SUPPORTS ON AVERAGE 200,000 ENTRIES PER YEAR. THIS WOULD BE AN ADDITIONAL RESOURCE AND USE NOT CURRENTLY AVAILABLE IN THE NEIGHBORHOOD. SYNERGETIC USES WITH OTHER COMMUNITY-ENGAGEMENT ACTIVITIES AND CURRENT DEVELOPMENTS WOULD ENHANCE THE INVESTMENT.



CTA 51ST STREET STATION HOUSE

IMMEDIATE TERM PROJECTS (CONT'D)

04 ELKS LODGE FACADE

THE GREAT LAKES ELKS LODGE IS A HOST FOR EVENTS IN THE COMMUNITY AND CURRENTLY IS COMPRISED OF A BEAUTIFUL, HISTORIC BRICK AND WHITE TERRACOTTA FACADE. IMPROVEMENTS TO THE FACADE WILL HELP MAINTAIN THE BUILDING'S LIFESPAN AND PROMOTE ITS USE WITHIN THE COMMUNITY.



GREAT LAKES ELKS LODGE FACADE

05 STREETScape EVENTS

PLACEMAKING AND IDENTITY WILL BE IMPORTANT PARTS OF LONG-TERM INVESTMENT BUT ALSO CREATE IMMEDIATE-TERM "BUZZ." THROUGH THE USE OF LOW-TECH, TEMPORARY SITE-SPECIFIC ACTIVITY, ORGANIZED VOLUNTEERS CAN CREATE YEARLY THEMES THAT ARE EXPRESSED THROUGH GRAPHIC, PAINTED STREETSAPES. THESE INSTALLATIONS ARE INTENDED TO DEFINE THE DISTRICT AND CREATE A BRANDING IDENTITY THROUGH LOW-COST, LOW-TECH INVESTMENT WITH A POWERFUL MESSAGE.



BOXVILLE COMMUNITY GATHERING

06 CTA GATEWAY ART

ART INSTALLATION COMBINED WITH PUBLIC INFRASTRUCTURE HAS HAD GREAT POWER IN DEFINING PLACE AND IDENTITY IN MANY CHICAGO NEIGHBORHOODS. 51ST STREET CAN CAPITALIZE ON THIS WITH A GATEWAY AT THE STATION OVERPASS. THIS GATEWAY WOULD BE A UNIQUE IDENTIFIER AND BECOME THE VISUAL ICON OF THE NEIGHBORHOOD.



CTA GREEN LINE OVERPASS

07 COMMUNITY GARDEN FUNDING

REQUIRED FOR LONG TERM USE, A CONTINUAL FUNDING STRUCTURE FOR THE GARDEN IS REQUIRED. INVESTMENT MAY CURRENTLY BE SPORADIC, BUT THE DESIRE TO VOLUNTEER AND MAKE CHANGE IS NOT. A LONG-TERM PHILANTHROPIC PARTNER, PRIVATE INVESTMENT, OR AVAILABLE GRANTS COULD BE IDENTIFIED TO TURN FROM SPORADIC, VOLUNTEER INTO A BONA FIDE AGRICULTURE SERVICE.

08 RESTAURANT ROW BRANDING

SIMILAR TO THE PLACEMAKING EXERCISES, BANNERS, MEDIA, ETC. IN THE DISTRICT CAN DEFINE A “RESTAURANT ROW” CURRENT PROJECTS IN THE CORRIDOR ARE ALREADY TAKING ADVANTAGE OF THIS SYNERGY. THE BRANDING CAN FURTHER MAKE THIS A DESTINATION FOR BOTH VISITORS AND FUTURE ADJACENT DEVELOPMENT. SIMILAR NEIGHBORHOOD INITIATIVES HAVE SEEN SUCCESS SUCH AS “ASIA ON ARGYLE” FOR THE VIETNAMESE COMMUNITY.



BRONZEVILLE COMMUNITY GARDEN



BRONZEVILLE COOKIN' RENDERING

COMMUNITY ASSETS



51ST STREET GREEN LINE STATION



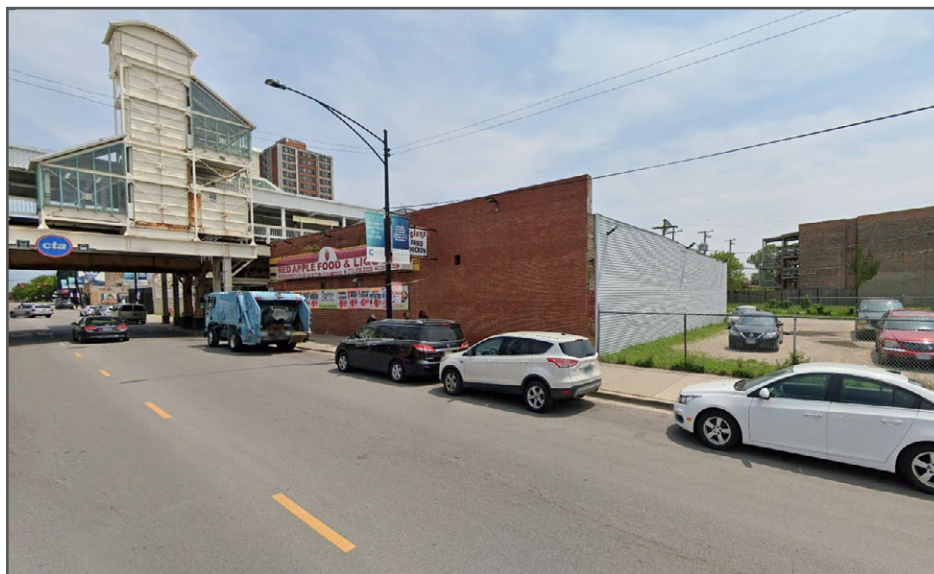
BRONZEVILLE COMMUNITY GARDEN



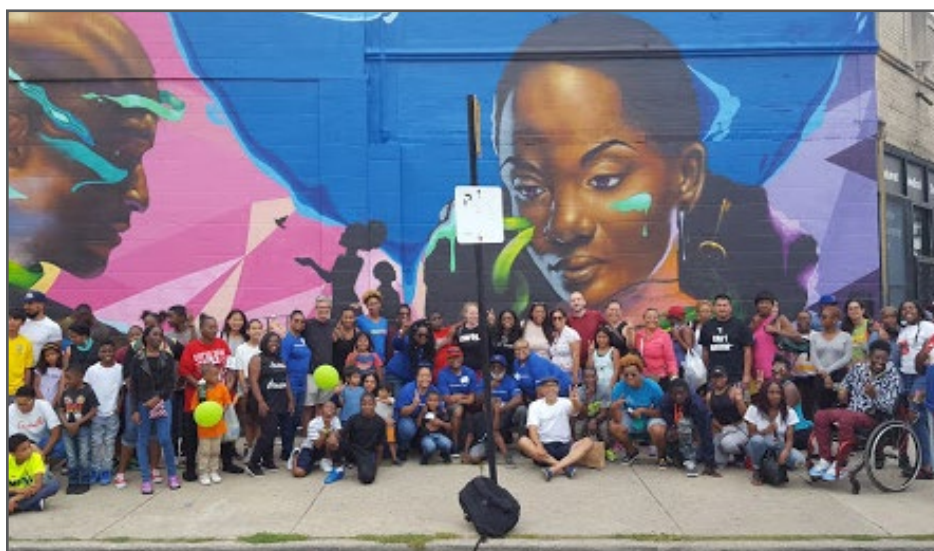
JAZZ FEST



ANTHONY OVERTON ELEMENTARY SCHOOL (DARIS JAPSER)



RED APPLE FOOD & LIQUOR

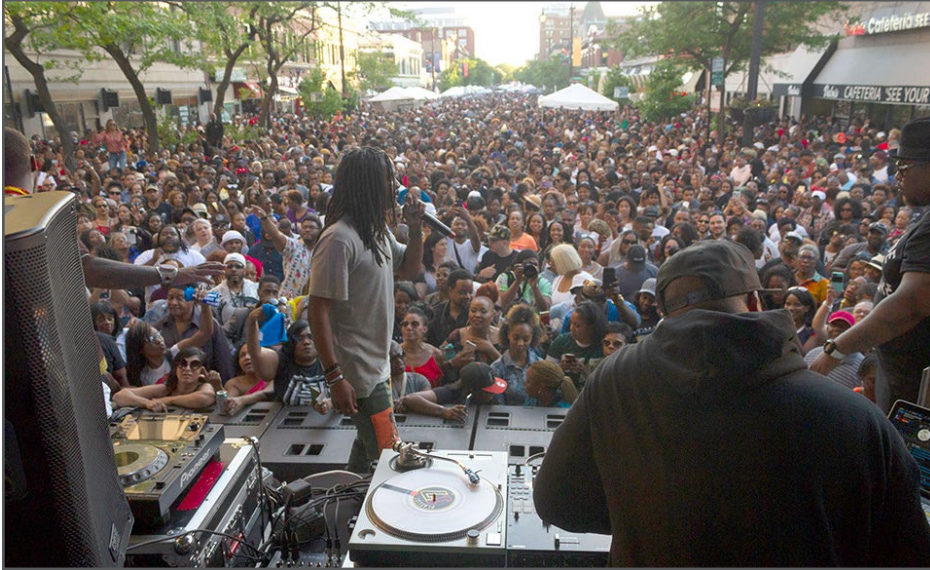


WALL OF PEACE AND LOVE



BOXVILLE MARKET

NEIGHBORHOOD PRECEDENTS



HYDE PARK BREW FEST



LITTLE VILLAGE GATEWAY



BRONZEVILLE GATEWAY



GREAT MIGRATION SCULPTURE GARDEN



ASIA ON ARGYLE GATEWAY



ARGYLE NIGHT MARKET

NEIGHBORHOOD EVENTS, LANDMARKS, & MORE

THERE IS AMPLE PRECEDENT HOW EVENTS AND PLACEMAKING CAN DEFINE A NEIGHBORHOOD AND DEVELOP AS AN ATTRACTOR. CHICAGO STREET FESTS YEARLY BRING THOUSANDS TO NEIGHBORHOODS ALL OVER THE CITY, WITH VENDORS, ENTERTAINMENT, AND FOOD: A CHICAGO SUMMER PAST-TIME.

GATEWAY PLACEMAKING CREATE ICONIC IMAGES AND ALLOWS FOR ARTISTIC EXPRESSION WITHIN THE COMMUNITY. LITTLE VILLAGE ON 26TH STREET IS MARKED BY GRAND ARCHWAY THAT DEFINES ONE OF CHICAGO'S BUSIEST COMMERCIAL CORRIDORS. UP NORTH, THE ARGYLE RED LINE STATION HOSTS THE "ASIA ON ARGYLE" ARCH AND ASIAN-VERNACULAR STYLE ROOF, WHICH HAVE BECOME ICONS FOR A ROBUST FOOD AND MARKET DISTRICT FOR THE NEIGHBORHOOD. RECENTLY, UPGRADES TO A "SHARED STREET" ALONG ARGYLE HAVE FURTHER DEFINED THE DISTRICT. SUMMER NIGHTS NOW HOST A POPULAR "NIGHT MARKET" THAT BRINGS ALL OF THE LOCAL VENDORS, NEIGHBORS, AND VISITORS OUT FOR FOOD AND ENTERTAINMENT.

ADDITIONALLY, PUBLIC ART HAS HAD A SIGNIFICANT CULTURAL IMPACT AND IN THE ERA OF SOCIAL MEDIA, PLACEMAKING AND BRANDING HAVE TAKEN THESE EFFORTS TO NEW HEIGHTS. PLACE IS NOT ONLY VISITED AND EXPERIENCED - BUT ALSO SHARED, LIKED, AND COMMENTED. RECENTLY, BRONZEVILLE INSTALLED SHALA'S SOLAR PYRAMID IN THE NEW GREAT MIGRATION SCULPTURE PARK ON 47TH STREET. DESIGNED ON CLEAN ENERGY AND WITH THE INPUT OF LOCAL STUDENTS, IT HAS ALREADY BECOME AN ICON OF A NEW GENERATION WITH AN IMPORTANT MESSAGE.

BUILDING OFF THE COMMUNITY OF 51ST, IDEAS LIKE THESE ARE ADAPTABLE, FEASIBLE, AND CAN HELP BUILD LONGER-TERM STABILITY IN THE CORRIDOR.

PLACEMAKING PRECEDENTS



SEATING AND GRAPHIC IDENTITY



TEMPORARY ART INSTALLATION DEFINED PUBLIC-REALM SQUARE



STOREFRONT ENGAGES THE PAVEMENT



BRAND AND IDENTITY THROUGH GRAPHIC ENTRY



SPORTS AND ACTIVITY DEFINED BY IN-SITU GRAPHICS

SIMPLE CHANGES, BIG IMPACT

NOT ALL CHANGE HAS TO BE EXPENSIVE, TIME-CONSUMING, OR EVEN PERMANENT. THE CONCEPT FOR COLOR AS A PLACEMAKING TOOL IS PROMINENT THROUGH MANY DIFFERENT CITIES AND INITIATIVES AROUND THE WORLD. LOCALLY, IT CAN BE FOUND IN THE SIX-CORNER INTERSECTION AT SOUTHPORT/WELLINGTON/LINCOLN WHERE THE LOCAL SSA COMMISSIONED A PAINTED CONCEPT TO DRIVE BUSINESS AND VISIBILITY TO THE CORRIDOR. THE DESIGN WAS DEVELOPED WITH THE COMMUNITY INPUT AND IS INTENDED TO LAST UNTIL A MORE ROBUST REDESIGN REACHES THE CORRIDOR.

THE IDEA OF THE TEMPORARY INTERVENTIONS IS NOT NEW. THEY CREATE BUZZ AND EXCITEMENT AND WHEN PAIRED WITH OTHER EVENTS, PROGRAMMING, AND ACTIVITY CAN CREATE A DYNAMIC AND ATTRACTIVE FEATURE FOR THE COMMUNITY. 51ST STREET HAS ALL THE COMPONENTS, AND WITH STRATEGIC PARTNERSHIP AND COMMUNITY INPUT, THE RESIDENTS OF 51ST WILL CREATE THEIR OWN PLACE, IN THE OWN VOICE.

IMMEDIATE TERM VIEW / LOOKING WEST



IMMEDIATE TERM VIEW / LOOKING WEST



RETENTION AND VITALITY

IN ORDER TO MAINTAIN THE ENERGY AND CHANGE INSTITUTED BY THE IMMEDIATE-TERM PROJECTS, THESE PROPOSALS INTEND TO CREATE LONGER-TERM EFFECTS BY MEMORIALIZING THE CURRENT AND NEW ACTIVITY IN THE CORRIDOR. WITH THE IMMEDIATE TERM PROJECTS COMPLETE, NEW EVENTS CAN BE ADOPTED WHILE EXISTING EVENTS ARE MODIFIED GROWTH.

DISTRICT MARKET

SIMILAR TO OTHER DISTRICTS, A WEEKLY MARKET EVENT WILL HELP BOLSTER AND DEFINE PLACE. IN CONJUNCTION WITH OTHER ACTIVITIES, SUCH AS BOXVILLE, THE GARDEN, AND RED APPLE, A WEEKLY EVENT COULD ALSO INCLUDE DANCE, ART, CHILDREN'S EVENTS, AND MUSIC.

EXPANDED JAZZ FEST

JAZZ FEST SHOULD BE EXPANDED AND PROMOTED AS PART OF THE CHICAGO STREET FEST CIRCUIT, AND STRATEGICALLY OCCUR ON A SUMMER WEEKEND WITH LESS COMPETITION.

RESTAURANT WEEK & ROW BRANDING

THE GROWTH OF DISTRICT RESTAURANTS CAN TAP INTO NEW MARKETS WHILE REINFORCING THE CORRIDOR'S IDENTITY.

GROWTH TOOLKIT EXPANSION & OUTREACH

A SIMPLE, EFFECTIVE PROMOTION AND BRANDING STRATEGY TO BREAK BARRIERS TO ACCESS.

PLANNING FOR INFRASTRUCTURAL UPGRADES

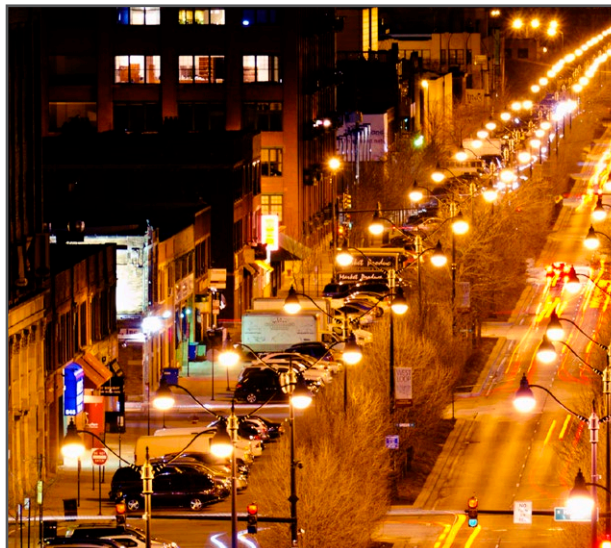
COMMUNITY-DRIVEN PLANNING FOR NEW STREET FEATURES WITH GOVERNMENT LEADERS.



ENHANCED MARKET / SQUARE



JAZZ FEST EXPANSION AND SCHEDULING



RESTAURANT ROW PLACEMAKING



RESTAURANT WEEK

STREETSCAPE TOOLKIT

THE IMMEDIATE-TERM STREETSCAPE & PLACEMAKING EXERCISES CAN BE TRANSLATED INTO THE GRAPHIC BRANDING FOR A “STREETSCAPE TOOLKIT.” THE AIM OF THE TOOLKIT IS TO USE THE PLACE AND BRANDING OF THE CORRIDOR AS A TOOL THAT SPREADS INFORMATION AND ACCESS IN A PLAIN-ENGLISH, ACTIONABLE WAY.

THE BRANDING CAN CHANGE YEARLY AS THE PLACEMAKING EVENT THEME EVOLVES DURING THE YEARLY EVENT. THE PLACEMAKING EVENT WILL SERVE AS THE OFFICIAL SEASONAL KICK-OFF FOR THE NEIGHBORHOOD.

THEMES, CHOSEN BY THE COMMUNITY, WILL BE IMPLEMENTED IN A VOLUNTEER SERVICE DAY. BOARD-UP, POSTERS, CONSTRUCTION WINDOW-BACKING, POSTCARDS, EVENT POSTERS, AND SOCIAL-MEDIA OUTREACH CAN BE EASILY UPDATED.

THE INFORMATION INCLUDED IN THE BRANDING WILL DEPLOY A DIRECT SOURCE, BOTH IN-PERSON AND ONLINE, WHICH WILL LIST ALL THE RELEVANT TOOLS AND RESOURCES AT A RESIDENT OR OWNER’S DISPOSAL.

THE BRANDING WILL PLAINLY OFFER ACCESS TO SIMILAR PROGRAMS THAT ARE BEING PERFORMED IN ORDER TO INCREASE AWARENESS AND REMOVE BARRIERS OF PRIVILEGE.

THE TOOLKIT CONTAINS VARIOUS RESOURCES FOR BUSINESS HELP, MARKETING, FUNDING, FINANCING, AND PROFESSIONAL SERVICES.



PLACEMAKING ACTIVITY AT 51ST STATION



SSA BANNERS THROUGH CORRIDOR



FACADE IMPROVEMENT BOARD-UP AT GREAT LAKES ELKS LODGE

EXAMPLE TOOLKIT RESOURCES

URBANMAIN

WWW.MAINSTREET.ORG

URBANMAIN USES THE MAIN STREET APPROACH TO GUIDE COMPREHENSIVE REVITALIZATION EFFORTS. THE MAIN STREET APPROACH IS A COMPREHENSIVE FRAMEWORK THAT HELPS COMMUNITIES IDENTIFY THEIR UNIQUE COMPETITIVE ADVANTAGE, LEVERAGE THE POWER OF RESIDENTS AND LOCAL STAKEHOLDERS, AND IMPLEMENT A SERIES OF SHORT-AND-LONG-TERM PROJECTS. OVER 2,000 COMMUNITIES HAVE USED THIS HIGHLY-REGARDED PLANNING AND IMPLEMENTATION FRAMEWORK TO STRENGTHEN THEIR LOCAL ECONOMY.

51ST STREET BUSINESS ASSOCIATION

WWW.51STSTREETCHICAGO.COM/

THE 51ST STREET BUSINESS ASSOCIATION WORKS WITH SMALL BUSINESSES, ENTREPRENEURS, NONPROFITS IN THE WASHINGTON PARK, BRONZEVILLE AND GRAND BOULEVARD NEIGHBORHOODS

THE SOUTH EAST CHICAGO COMMISSION

WWW.SECC-CHICAGO.ORG/

THE SECC FACILITATES AND SUPPORTS ECONOMIC DEVELOPMENT WITHIN THE SOUTHEAST LAKEFRONT COMMUNITIES OF HYDE PARK, KENWOOD, OAKLAND, WASHINGTON PARK, AND WOODLAWN.
CITY OF CHICAGO

DEPARTMENT OF BUSINESS AFFAIRS AND CONSUMER PROTECTION (BACP)

WWW.CHICAGO.GOV/CITY/EN/DEPTS/BACP/SBC/NEIGHBORHOODBUSINESSDEVCENTERS.HTML

NEIGHBORHOOD BUSINESS DEVELOPMENT CENTERS (NBDC)

PROGRAM PROVIDES GRANTS TO CHICAGO-BASED CHAMBERS OF COMMERCE AND BUSINESS SUPPORT ORGANIZATIONS, OTHERWISE KNOWN AS NBDC DELEGATE AGENCIES, TO ASSIST IN THE DEVELOPMENT OF SMALL BUSINESSES IN CHICAGO, SERVE AS LIAISON BETWEEN LOCAL BUSINESSES AND THE CITY OF CHICAGO, AND PROVIDE NEIGHBORHOOD BUSINESS DEVELOPMENT SERVICES.

THE DEPARTMENT OF PLANNING AND DEVELOPMENT (DPD)

WWW.CHICAGO.GOV/CITY/EN/DEPTS/DCD/PROVDRS/EC_DEV.HTML

DPD HAS A VARIOUS WIDE FINANCIAL ASSISTANCE PROGRAMS, BUSINESS DEVELOPMENT EFFORTS, AND RELATED QUALITY-OF-LIFE ENDEAVORS FOR LOCAL NEIGHBORHOODS.

STREAMLINED TIF

THE STREAMLINED-TIF PROGRAM PROVIDES EXPEDITED ACCESS TO VALUABLE GRANTS FOR THE IMPROVEMENT OF INDUSTRIAL, COMMERCIAL, RETAIL, OR RESIDENTIAL MIXED-USE PROPERTIES IN TAX INCREMENT FINANCING (TIF) DISTRICTS CITYWIDE. THE PROGRAM INCORPORATES AN EASY-TO-USE APPLICATION FORM AND EFFICIENT APPROVAL PROCESS TO PAY UP TO 25 PERCENT OF RENOVATION, EXPANSION, OR REDEVELOPMENT COSTS. ASSISTANCE RANGES FROM \$25,000 TO \$1,000,000.

TAX INCREMENT FINANCING (TIF)

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CHICAGO PACE

WWW.CHICAGOPACE.ORG/

THE CHICAGO PACE PROGRAM PROVIDES FINANCING FOR ENERGY EFFICIENCY, SUSTAINABILITY AND RENEWABLE ENERGY INFRASTRUCTURE DEPLOYED IN NEW OR EXISTING BUILDINGS. THE PROGRAM ALLOWS ENERGY EFFICIENT INFRASTRUCTURE ELEMENTS AND SOME ASSOCIATED COSTS TO BE FINANCED WITH NO MONEY DOWN AND THEN REPAID AS A BENEFIT ASSESSMENT ON THE PROPERTY TAX BILL OVER A TERM THAT MATCHES THE USEFUL LIFE OF IMPROVEMENTS

EXAMPLE TOOLKIT RESOURCES (CONT'D)

SOMERCOR

WWW.SOMERCOR.COM

SOMERCOR OFFERS FINANCIAL SOLUTIONS TO HELP BUSINESSES AND GUIDE YOU THROUGH THE ENTIRE PROCESS. THEY ADMINSTRATE THE CITY OF CHICAGO'S SMALL BUSINESS IMPROVEMENT FUND.

SMALL BUSINESS IMPROVEMENT FUND (SBIF)

SBIF PROGRAM HELPS OWNERS OF COMMERCIAL, INDUSTRIAL, AND MIXED-USE PROPERTIES WITHIN SPECIFIC TIF DISTRICTS REPAIR OR REMODEL THEIR FACILITIES FOR THEIR OWN BUSINESS OR ON BEHALF OF TENANTS. SBIF IS DESIGNATED TO ASSIST LOCAL BUSINESSES. PROGRAM PARTICIPANTS CAN RECEIVE GRANTS OF 25-50-75%, DEPENDING ON THE SIZE OF THE BUSINESS, TO COVER THE COST OF REMODELING WORK, WITH A MAXIMUM GRANT AMOUNT UP TO \$150,000. EXPENSES MUST BE PAID AND THE PROJECT COMPLETE BEFORE THE GRANT IS AWARDED.

CHICAGOLAND CHAMBER OF CHICAGO

WWW.CHICAGOLANDCHAMBER.ORG/RESOURCES/CHICAGOLANDBUSINESSRESOURCECENTER.ASPX

EMPOWERS SMALL BUSINESSES WITH CONNECTIONS, EDUCATION AND RESOURCES TO GROW. LINKS TO STARTUP RESOURCES, INCUBATOR RESOURCE, MARKET DATA, TAX GUIDES, FINANCING, AND MORE.

STATE OF ILLINOIS DEPARTMENT OF COMMERCE & ECONOMIC OPPORTUNITY

WWW2.ILLINOIS.GOV/DCEO/EXPANDRELOCATE/INCENTIVES/PAGES/DEFAULT.ASPX

AT THE STATE LEVEL, THERE ARE A VARIETY OF PROGRAMS FOR LOCATING AND EXPANDING BUSINESSES FOR TAX CREDITS INCENTIVES, GRANT PROGRAMS AS WELL AS LOANS. PROGRAMS INCLUDE

THE FOLLOWING:

- DATA CENTERS INVESTMENT PROGRAM
- ENTERPRISE ZONES
- ECONOMIC DEVELOPMENT FOR A GROWING ECONOMY TAX CREDIT PROGRAM (EDGE)
- EDGE AGREEMENTS
- HIGH IMPACT BUSINESS PROGRAM
- ILLINOIS ANGEL INVESTMENT CREDIT PROGRAM
- ILLINOIS APPRENTICESHIP EDUCATION EXPENSE TAX CREDIT PROGRAM
- ILLINOIS HISTORIC PRESERVATION TAX CREDIT PROGRAM
- RIVER EDGE REDEVELOPMENT ZONE PROGRAM
- TAX INCREMENT FINANCING



ALTERNATE STREET SCHEME



ALTERNATE STREET SCHEME

RECOMMENDED STREETScape IMPROVEMENTS

01 / STRIPING AND PAVING

NEW STREET PAVING AND STRIPING THROUGHOUT THE CORRIDOR.

02 / TRAFFIC CALMING & PEDESTRIAN SAFETY

TRAFFIC-CALMING CURB EXTENSIONS ARE RECOMMENDED TO KEEP THE CORRIDOR PEDESTRIAN FRIENDLY AND PROVIDE MORE PUBLIC-REALM AREA FOR FUTURE STREET FURNITURE, PLANTING, AND MORE.

03 / PLANTING & TREES

NEW STREET TREES AND PLANTING THROUGHOUT TO PROVIDE FOR A PEDESTRIAN SCALE EXPERIENCE AND NEIGHBORHOOD BEAUTIFICATION

04 / STREET FURNITURE

IN CONCERT WITH ALL OTHER ACTIVITY, MORE STREET FURNITURE, BENCHES, TRASH AND RECYCLING, PLANTERS, ETC. ARE RECOMMENDED.

05 / LIGHTING

NEW LIGHTING WILL ENHANCE SAFETY AND CAN BE USED TO FURTHER DEFINE THE CORRIDOR.

06 / PUBLIC WIFI

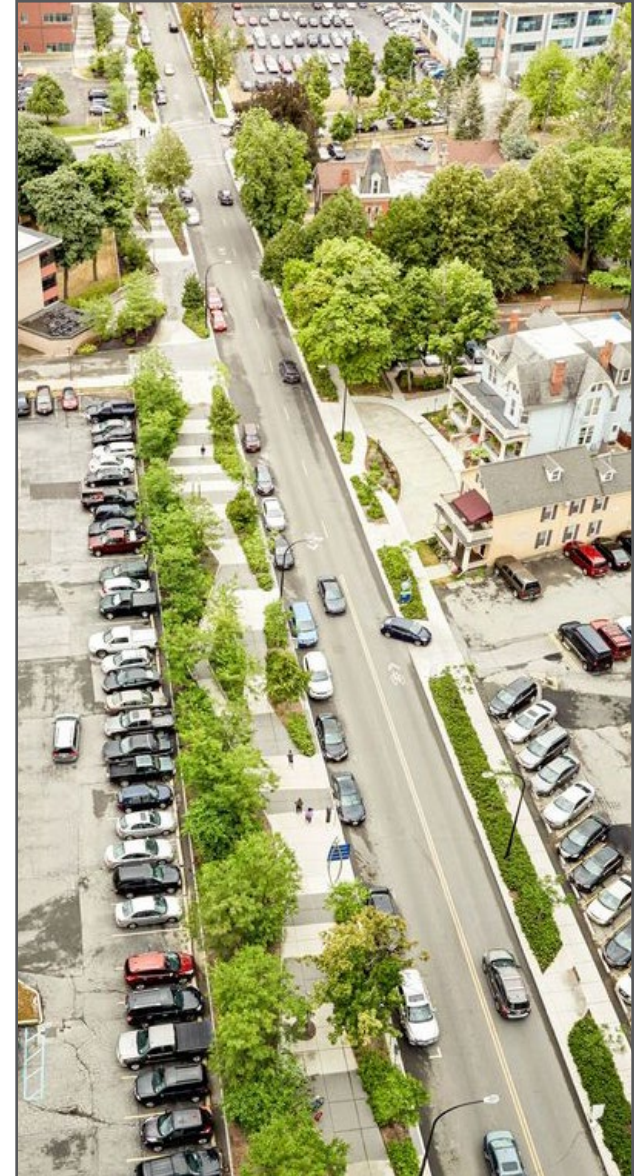
ACCESS TO PUBLIC WIFI WITHIN THE HEART OF THE CORRIDOR TO ASSIST RESIDENTS AND PUBLIC EVENTS.



CLEAR PEDESTRIAN CROSSING ENHANCE SAFETY, STREETScape

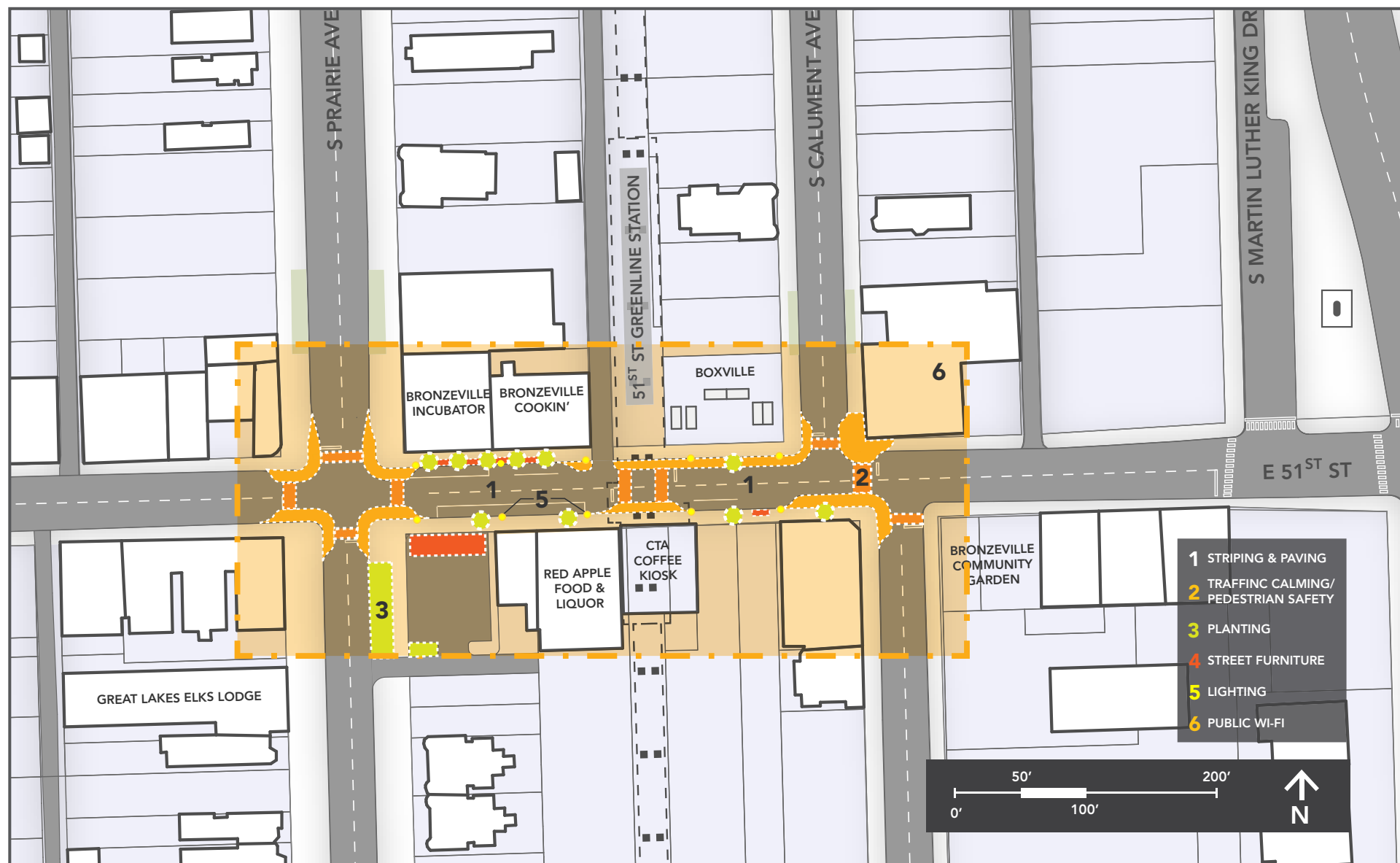


LANDSCAPE BUFFERS ALLOW SEPARATION FROM TRAFFIC



A DETAILED STREETScape CAN DEFINE PLACEMAKING

INFRASTRUCTURAL IMPROVEMENTS



NEAR-TERM VIEW / LOOKING EAST



NEAR TERM VIEW / LOOKING WEST



PREPARING FOR THE FUTURE

THE ISSUE

THERE ARE 5.23 ACRES OF VACANT OR HIGHLY UNDERDEVELOPED LAND ON 51ST STREET BETWEEN THE GREEN LINE STATION AND SOUTH FEDERAL STREET. IF DEVELOPED TO ITS FULL CAPACITY UNDER EXISTING ZONING WHICH RANGES FROM RT-4 TO B3-3, THE ENTIRE AREA OF 5.23 ACRES CAN HOUSE 298 DWELLING UNITS. HOWEVER, IN ORDER TO ACHIEVE OUR MISSION OF MAKING THE COMMUNITY MORE WALKABLE AND VIBRANT, WE NEED TO ADD MORE RETAIL ON THE STREET TO IMPROVE THE STREET APPEAL AND PROVIDE NECESSARY SERVICES TO THE COMMUNITY. THE ADDED RETAIL WILL REQUIRE MUCH HIGHER DENSITY IN THE ADJACENT AREA THAN EXISTING OR POSSIBLE IF THE ENTIRE STRETCH WAS DEVELOPED.

AN ANALYSIS WAS DONE TO DETERMINE THE APPROXIMATE NUMBER OF NEW HOUSEHOLDS NEEDED TO GENERATE DEMAND FOR THE ADDED RETAIL ON THE CORRIDOR (WE USED THE FOLLOWING AS MINIMUM NEEDED RETAIL: ONE (1) LAUNDROMAT, TWO (2) RESTAURANTS AND TWO (2) GENERAL/ PERSONAL SERVICE RETAILERS). WE FOUND THAT THERE IS ENOUGH CURRENT DEMAND TO SUPPORT A LAUNDROMAT. HOWEVER, TO SUPPORT THE NEW

RESTAURANTS AND RETAILERS, WE WILL NEED APPROXIMATELY 500 - 750 NEW HOUSEHOLDS. GIVEN THE SUPPLY OF SIMILAR SERVICES NEARBY AND THAT THIS IS AN UNPROVEN MARKET, THESE NUMBERS ARE LOW-END ESTIMATES.

THE SOLUTION

GIVEN THE ANALYSIS RESULT, WE ANALYZED TWO DIFFERENT OPTIONS FOR POTENTIAL ZONING THAT WILL HELP US ACHIEVE THE TARGET UNIT NUMBER.

THE INCREASED DENSITY WILL CREATE DEMAND FOR NEW RETAIL WHICH IN TERM WILL MAKE THE STREET MORE APPEALING, WALKABLE, AND PROVIDE MORE SERVICES TO THE AREA WHICH WILL MAKE IT MORE VIBRANT, DESIRABLE AND ENCOURAGE FURTHER DEVELOPMENT IN THE AREA.

IMPLEMENTATION

KNOWING THAT DENSITY IS THE MAIN SOLUTION TO THE ISSUE AND SHOULD BE A MAJOR PART OF THE SOLUTION, IT'S IMPORTANT TO UNDERSTAND THAT BRINGING A HIGHER DENSITY IS A CHALLENGE AND REQUIRES A SOLID CATALYST THAT INCLUDES POLICY CHANGES (ZONING INCREASE), AND COMMUNITY PUSH.

	Vacant or Underutilized Area	Total Buildable Area	Total Number of Units	Average Unit Size (SF)
Existing Zoning	277,818	429,064	298	1,438
Increase to B3-3	---	689,456	570	1,200
Increase to B3-5	---	1,139,094	1,139	1,000

VISION

An Economically Vibrant Community

GOAL

Diverse Retail Base & Walkable Street

SOLUTION

Higher Density

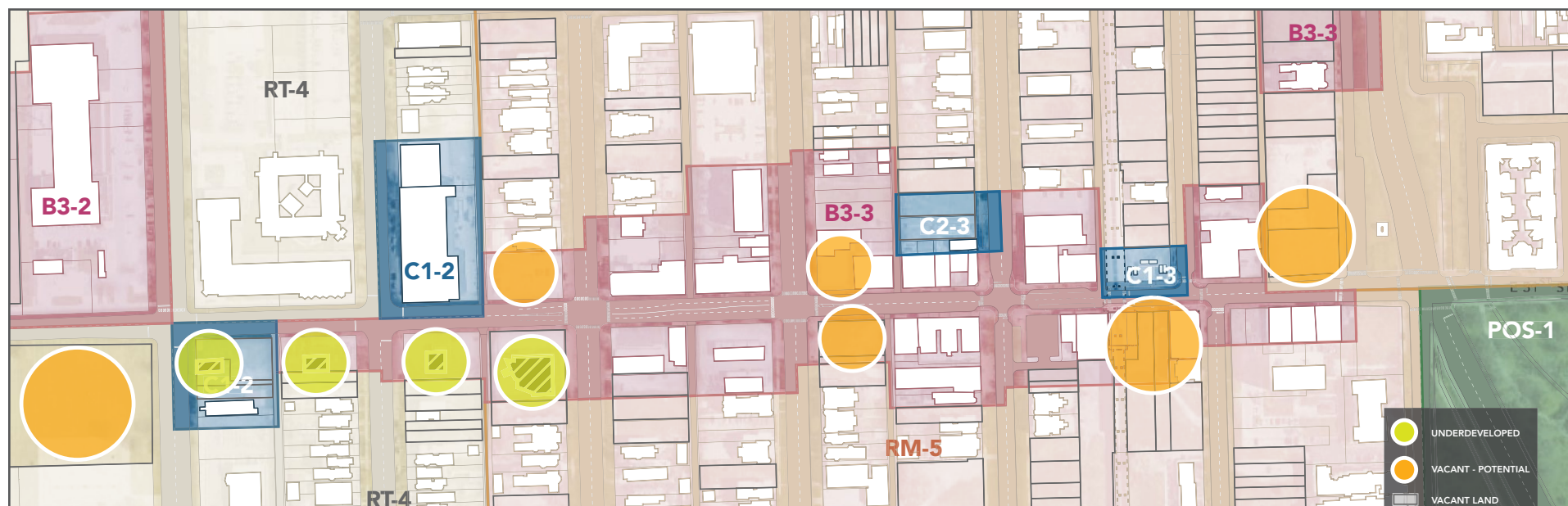
CATALYSTS

Zoning Changes
Placemaking
Anchor Development

ZONING DIAGRAMS



ZONING SECTION DIAGRAM



POTENTIAL ZONING IMPROVEMENTS

FUTURE VISION / LOOKING EAST



FUTURE VISION / LOOKING WEST



A FUTURE FOR 51ST

AFTER IMMEDIATE TERM PROJECTS ARE COMPLETED, AND THE NEAR-TERM PROPOSALS ARE INSTITUTED THE 51ST STREET CORRIDOR CAN LOOK TOWARD THE FUTURE. NEVER LOSING SIGHT OF THE FACT THAT THIS COMMUNITY WILL BUILD ITSELF, WILL ORGANIZE ITSELF, AND DEFINE ITSELF, WE PROPOSE SEVERAL CHANGES TO THE SURROUNDING ZONING THAT WILL OPEN UP DEVELOPMENT POSSIBILITIES AND ALLOW GROWTH TO THRIVE WHILE CHARACTER AND NEEDS ARE MAINTAINED.

ZONING ON THE CORRIDOR CAN ALLOW FOR NEW DEVELOPMENT THAT WOULD BE RIGHT-SIZED FOR THE COMMUNITY AND DEVELOPMENT ECONOMICS. ONE OR TWO ANCHOR DEVELOPMENTS, PROPOSED, WOULD HELP STABILIZE COMMERCIAL MARKET DEMAND. FOLLOWING THIS, DEVELOPMENT OF EMPTY STOREFRONTS AND SMALLER COMMERCIAL LOTS CAN BRING ADDITIONAL SERVICES AND BUSINESSES TO THE NEIGHBORHOOD.

THE VACANT RESIDENTIAL PROPERTIES THROUGHOUT THE NEIGHBORHOOD MIGHT NOT SEE THE TYPE OF MULTI-UNIT DEMAND AND DENSITY OF OTHER NEIGHBORHOODS. THE PROPOSED RECOMMENDATION IS TO DEVELOP SINGLE-FAMILY AND TOWN HOME RESIDENCES ON LARGER COMBINED PLOTS. THE RESULTANT EFFECT WILL PROVIDE AN INCREASE IN DENSITY AND PROPERTY USE THROUGHOUT THE NEIGHBORHOOD.



BOXVILLE, AS SEEN FROM THE GREEN LINE

A VISION FOR 51ST

