

26TH STREET CORRIDOR STUDY

CORRIDOR INTRODUCTION

Chicago's South Lawndale Neighborhood, also known as Little Village, is the largest center of Mexican commerce and culture in the city. Little Village, or "La Villita" is characterized by its rich heritage and cultural significance as exemplified on 26th Street, the community's main commercial corridor. The 26th Street corridor attracts visitors from all over the region and is celebrated as the second highest grossing commercial corridor in Chicago, after the Magnificent Mile on Michigan Ave. Dubbed the "Mexico of the Midwest", Little Village is considered a Downtown of Mexican Chicago with its numerous storefronts and restaurants along 26th Street and Cermak Road. The Mexican Independence Day Parade that takes place along 26th Street is a major annual attraction for people all over the region.

CORRIDOR ISSUES

- LACK OF PARKING, TRAFFIC CONGESTION, AND EASY ACCESS
- LACK OF MULTI-GENERATIONAL VENUES AND ENTERTAINMENT
- HIGH RENTS THAT INSTIGATE VACANCIES
- PERCEIVED SAFETY ISSUES
- LACK OF YOUTH FOCUSED ACTIVITIES AND VENUES
- POOR STREETSCAPE CONDITIONS

LITTLE VILLAGE COMMUNITY



PROJECT STUDY AREA



GUIDING PRINCIPLES

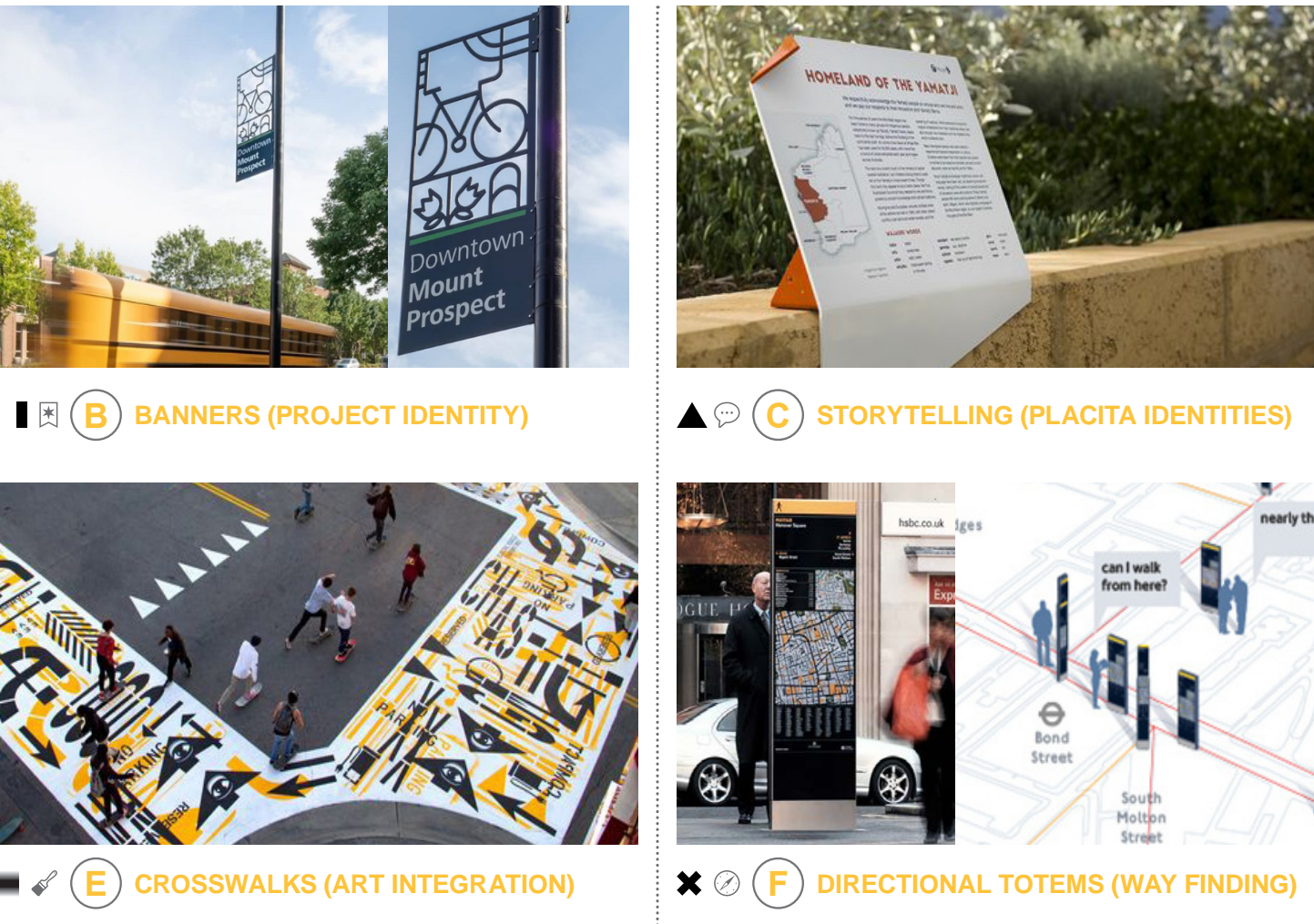
- 1
RAISE THE VISIBILITY OF THIS PART OF 26TH STREET AS A DESTINATION
- 2
ENHANCE THE PEDESTRIAN ENVIRONMENT
- 3
CONTINUE THE MEXICAN ENTREPRENEURIAL CULTURE INTO THE NEXT GENERATION
- 4
COMPLETE NEW DEVELOPMENT OPPORTUNITIES

STRATEGIES FOR TRANSFORMATION

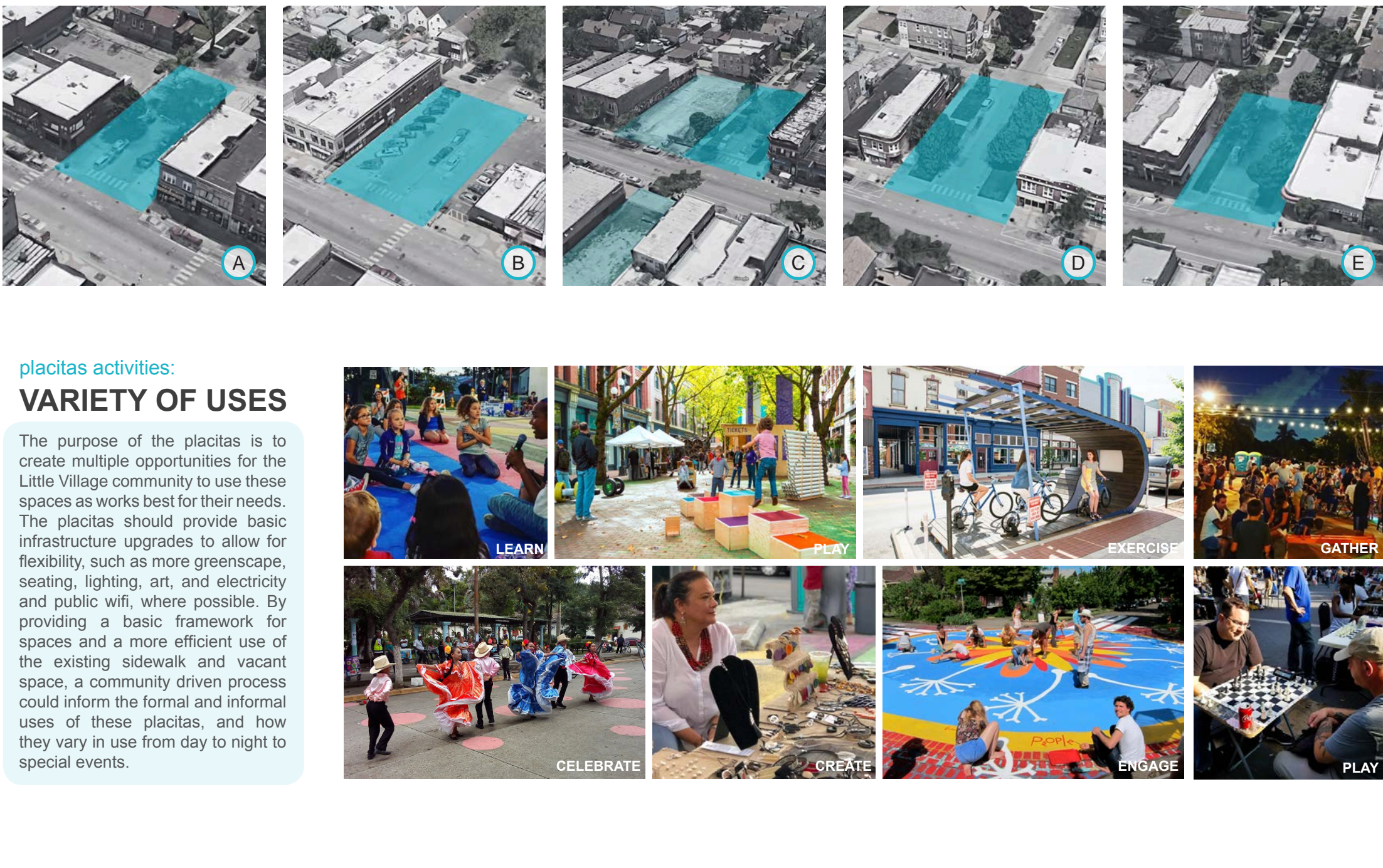
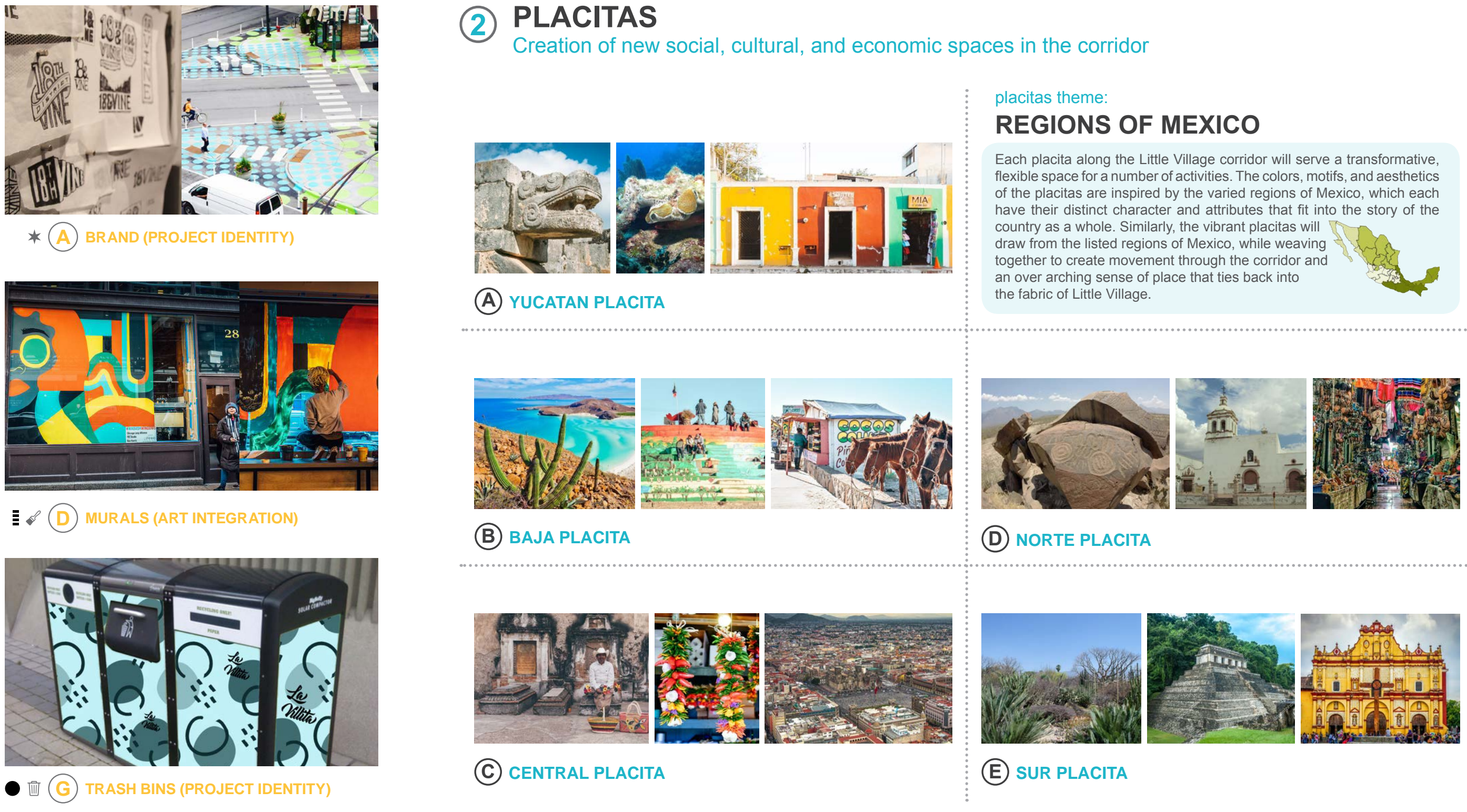


1 STREETSCAPE Strengthening identity and experience through a better public realm

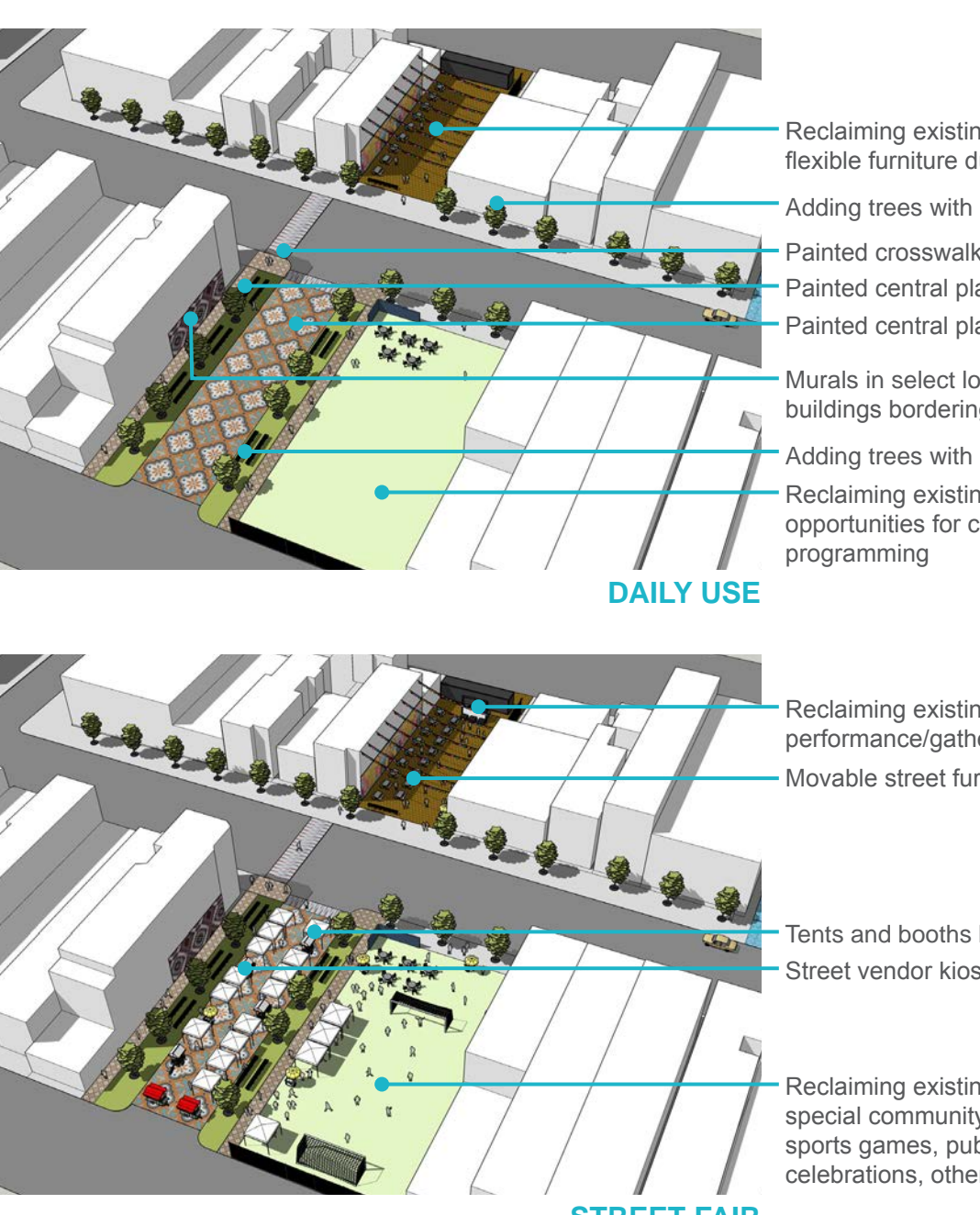
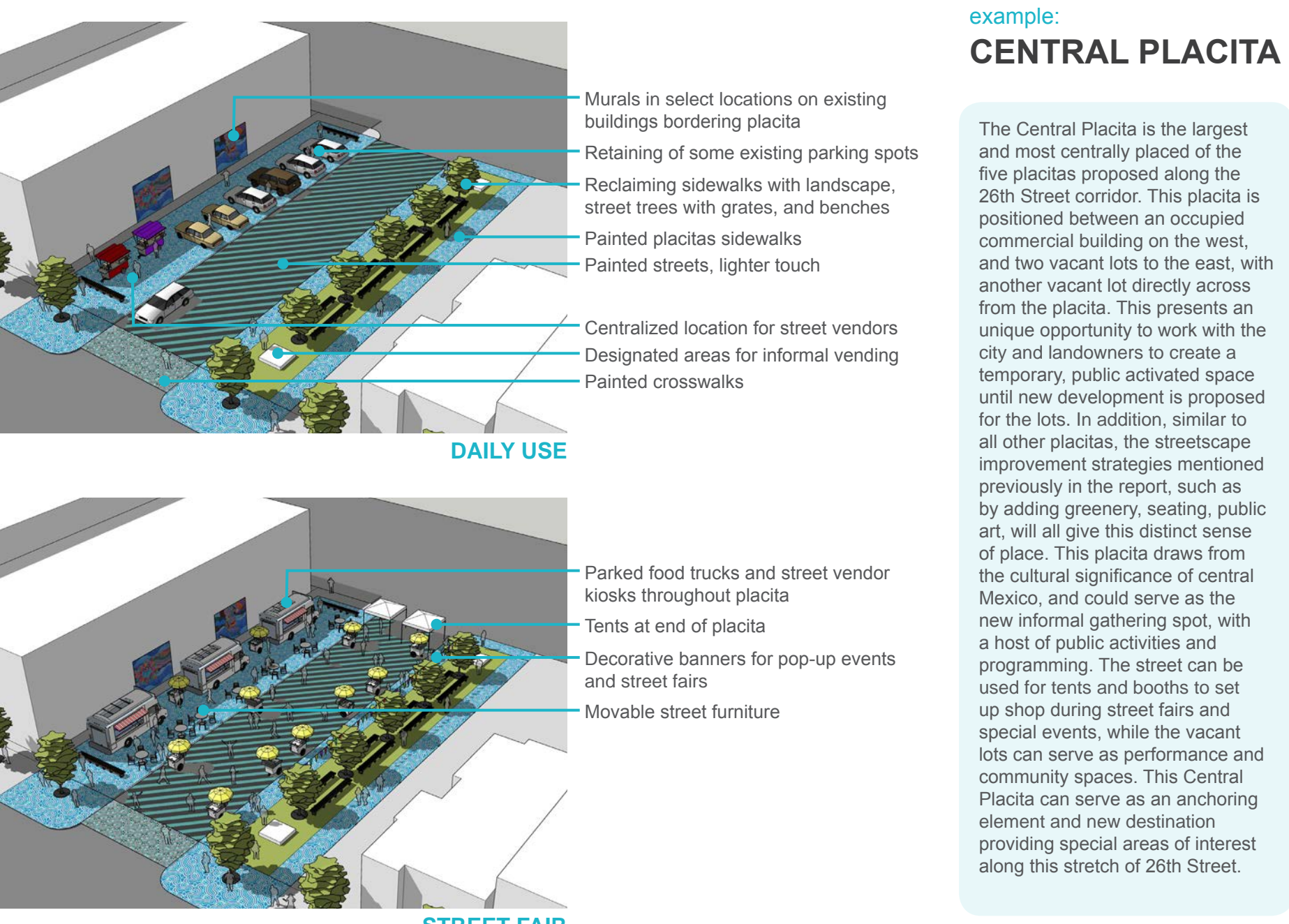
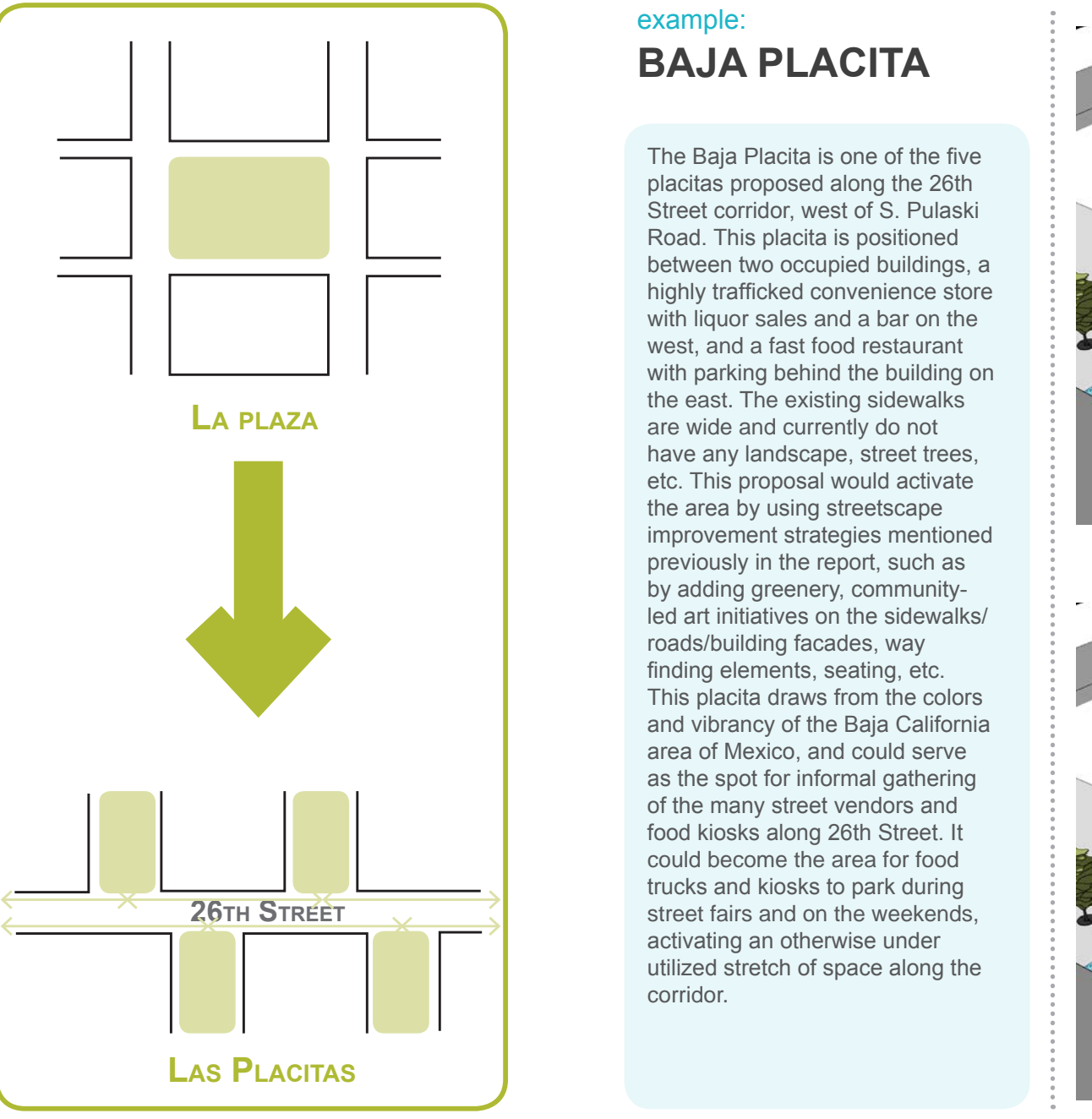
By combining the elements within BRANDSCAPE, GROUNDSCAPE and ARTSCAPE, a strategic visual language composed of interactive experiences can be formed into system of parts.



2 PLACITAS Creation of new social, cultural, and economic spaces in the corridor



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3 PARKLETS Pilot program to create pop-up people spots along the length of 26th street corridor



PLAN

