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



ENHANCE THE PEDESTRIAN ENVIRONMENT

CONTINUE THE MEXICAN **ENTREPRENEURIAL CULTURE INTO THE NEXT GENERATION**

COMPLETE NEW DEVELOPMENT **OPPORTUNITIES**

Strategies For Transformation



STREETSCAPE Strengthening identity and experience though a better public realm.

★ A BRAND (PROJECT IDENTITY)



2 PLACITAS Creating new social, cultural, and economic spaces in the corridor.

2 PLACITAS



(3) PARKLETS Piloting a program to create popup people spots along the length of 26th street corridor.

REGIONS OF MEXICO

placitas theme:

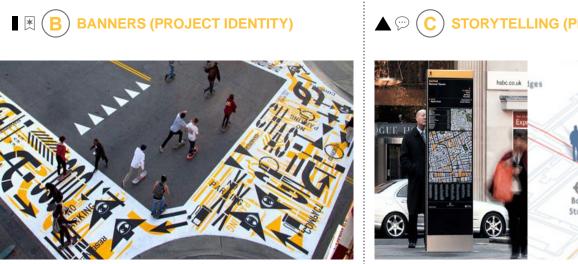
the fabric of Little Village.



STREETSCAPE trengthening identity and experience though 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.





▲ (C) STORYTELLING (PLACITA IDENTITIES)











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



Each placita along the Little Village corridor will serve a transformative,

flexible space for a number of activities. The colors, motifs, and aesthetics of the placitas are inspired by the varied regions of Mexico, which each have their distinct character and attributes that fit into the story of the

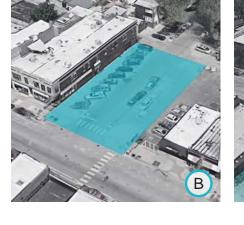
country as a whole. Similarly, the vibrant placitas will draw from the listed regions of Mexico, while weaving

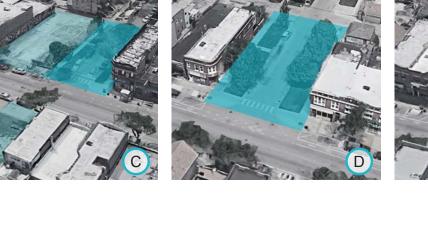
together to create movement through the corridor and an over arching sense of place that ties back into

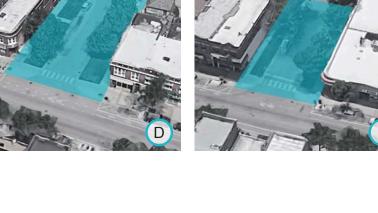




PARKLETS

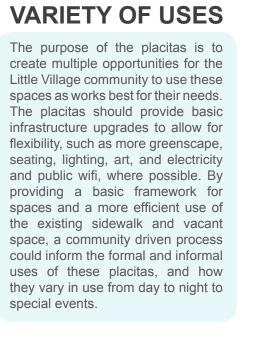






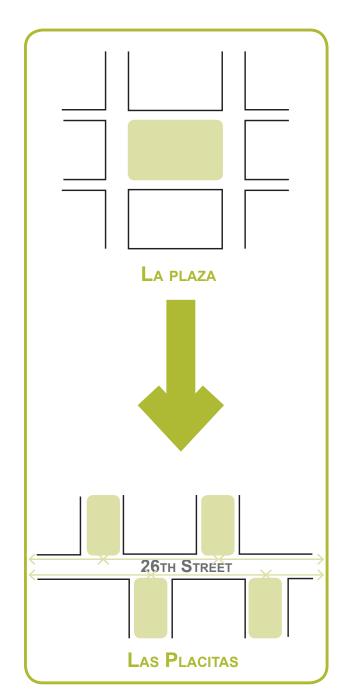




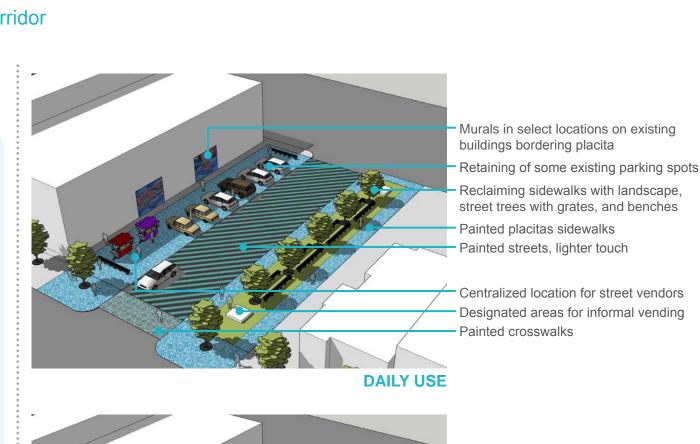




2 PLACITAS Creation of new social, cultural, and economic spaces in the corridor



BAJA PLACITA The Baja Placita is one of the five placitas proposed along the 26th Street corridor, west of S. Pulaski Road. This placita is positioned between two occupied buildings, a highly trafficked convenience store with liquor sales and a bar on the west, and a fast food restaurant with parking behind the building on the east. The existing sidewalks are wide and currently do not have any landscape, street trees, etc. This proposal would activate the area by using streetscape improvement strategies mentioned previously in the report, such as by adding greenery, communityled art initiatives on the sidewalks/ roads/building facades, way finding elements, seating, etc. This placita draws from the colors and vibrancy of the Baja California area of Mexico, and could serve as the spot for informal gathering of the many street vendors and food kiosks along 26th Street. It could become the area for food trucks and kiosks to park during street fairs and on the weekends, activating an otherwise under utilized stretch of space along the



Parked food trucks and street vendor kiosks throughout placita Tents at end of placita Decorative banners for pop-up events and street fairs Novable street furniture

STREET FAIR

CENTRAL PLACITA The Central Placita is the largest and most centrally placed of the five placitas proposed along the 26th Street corridor. This placita is positioned between an occupied commercial building on the west, and two vacant lots to the east, with another vacant lot directly across from the placita. This presents an unique opportunity to work with the city and landowners to create a temporary, public activated space until new development is proposed for the lots. In addition, similar to all other placitas, the streetscape improvement strategies mentioned previously in the report, such as by adding greenery, seating, public art, will all give this distinct sense of place. This placita draws from the cultural significance of central Mexico, and could serve as the new informal gathering spot, with a host of public activities and programming. The street can be used for tents and booths to set up shop during street fairs and special events, while the vacant lots can serve as performance and community spaces. This Central Placita can serve as an anchoring element and new destination providing special areas of interest along this stretch of 26th Street.





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

