

JEFF PARK

STATION AREA MASTER PLAN



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Acknowledgments

Special thanks go to the members of the three advisory groups listed below.

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This document has been prepared in coordination with representatives from the Jefferson Park community, the 45th Ward Alderman, the City of Chicago Department of Planning and Development, and the Regional Transportation Authority.

The plan is not a replacement of the City of Chicago zoning and building permit processes or City ordinances. All diagrams included in the plan are conceptual and included for illustrative purposes only.

The recommendations outlined in the plan depend on the availability of funding mechanisms (private and/or public), and consent from property owners. Additional coordination will be necessary to implement any of the strategies included in this plan.

Thank you to all who participated in this planning process, including the following local community groups: Chicago Housing Initiative, Gladstone Park Chamber of Commerce/Gladstone Park Neighborhood Association, Jefferson Park Chamber of Commerce, Jefferson Park Forward, Jefferson Park Neighborhood Association, and Northwest Side Unite.

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Executive Summary

Introduction

The Jefferson Park Station Area Master Plan provides a vision and implementation plan for improvements around the Jefferson Park Transit Center, which accommodates the Chicago Transit Authority (CTA) Blue Line, Metra Union Pacific Northwest (UP-NW) Line, 9 CTA bus lines, 3 Pace bus lines and Pace's Pulse Milwaukee Line, a new arterial rapid transit (ART) service set to launch in late 2018.

The Study Area (see map on page iv)—which is the focus area of this Plan—is located along the commercial streets traversing Jefferson Park and Gladstone Park, including Milwaukee Avenue, Northwest Highway and Lawrence Avenue. Bounded by Berwyn Avenue on the north and Sunnyside Avenue on the south, the area is home to 4,491 residents and 98 businesses. A larger Market Area with 30,369 residents—a two-square mile area which is used to identify broader trends in Jefferson Park—is bounded by Bryn Mawr Avenue on the north, Montrose Avenue on the south, Cicero Avenue on the east and Austin Boulevard on the west.

A comprehensive engagement strategy was undertaken to involve residents, businesses, neighborhood associations, cultural institutions and property owners in a process to develop a vision, goals and recommendations for the area.

Community Engagement

Community engagement was one of the fundamental components of the planning process. Activities ranged from large community meetings, advisory working groups, online engagement via the project website (www.AccessJeffPark.org), surveys, community organization interviews, and pop-up idea booths at local events.

By incorporating a variety of face-to-face meetings, events and web-based technologies, community members had a variety of opportunities to provide input into the Plan. This process was essential in identifying project objectives, key challenges and opportunities, and a broader vision for the study area. This input led to the development of goals and recommendations in the areas of community character, economic development and transportation.

With an engagement timeline spanning over one year, the project team heard from a wide range of voices throughout Jefferson Park.

Community Character

Vision: A vibrant, livable community with a strong identity and a mix of land uses.

Community Character goals include:

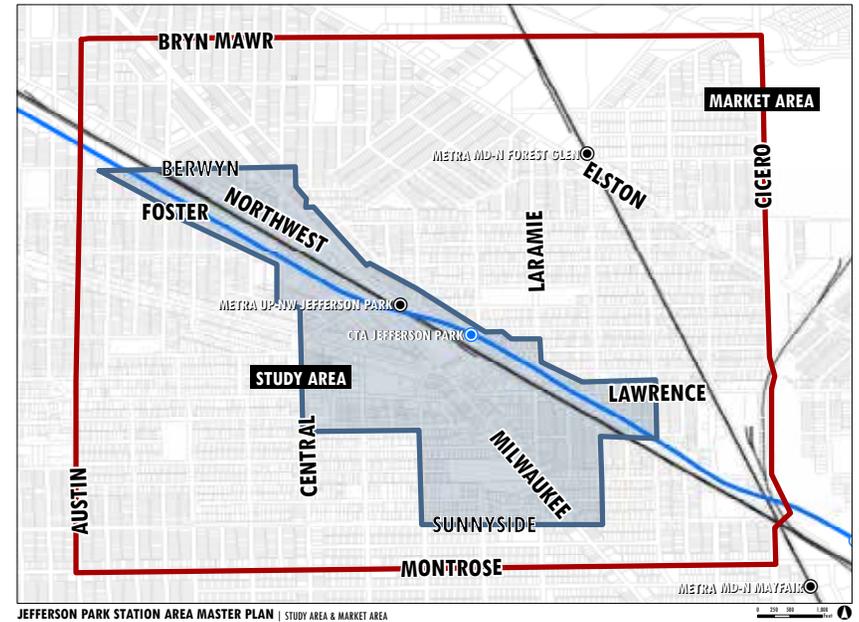
- ✓ Reinforce the sense of place and build on the identity of Jefferson Park, balancing new development with the historic character
- ✓ Improve and create public space to increase social interaction and pride of place
- ✓ Pursue mixed-use development that meets design guidelines and promotes the character of Jefferson Park, reinforcing a sense of place for the community
- ✓ Improve community safety through applying principles of Crime Prevention Through Environmental Design (CPTED)

Economic Development

Vision: A walkable, transit-friendly “downtown Jeff Park” with public gathering spaces to foster community events and a range of entertainment, retail and restaurants to serve local residents and visitors.

Economic Development goals include:

- ✓ Provide guidance and assistance (such as marketing, information on available resources, etc.) to retain existing and attract new local, small businesses
- ✓ Attract a range of businesses that can fill vacant storefronts and serve residents, employees and visitors
- ✓ Support the development of entertainment, restaurants and cultural destinations in Jefferson Park
- ✓ Provide a range of housing options to add vitality to the neighborhood and to accommodate people of all ages and at various stages of their lives



The Study Area (in blue) describes this Plan's focus, while the Market Area (red box) represents the surrounding areas that were included in the Plan's market analysis.



Throughout the planning process, area residents and community stakeholders were engaged in several ways.

Transportation

Vision: Jefferson Park is in a prime location and has access to transit and major expressways. The area is convenient to travel to and from destinations outside of Jefferson Park by car or transit.

Transportation goals include:

- ✓ Improve walkability along key streets in the Study Area
- ✓ Make the street network safer and more user-friendly at high-crash locations, such as Foster Avenue & Northwest Highway and Higgins Avenue & Milwaukee Avenue
- ✓ Improve access from the neighborhood to the Transit Center for all users
- ✓ Enhance bike and pedestrian access by upgrading crosswalks and improving Long Avenue & Ainslie Street
- ✓ Strategically address parking to support businesses and local destinations through shared parking opportunities



The Jefferson Park Transit Center serves 12 CTA and Pace bus routes as well as the CTA Blue Line and Metra UP-NW line

Design Guidelines

The Design Guidelines can inform development proposals to help reinforce the community character of Jefferson Park.

Design guidelines include:

- ✓ Building design including building orientation, setbacks, entrances, base and materials
- ✓ Corridors and right-of-way including commercial characteristics, signage, amenities and streetscape elements
- ✓ Vehicular access, parking design and open space including curb cuts, parking location, open spaces and sustainable design
- ✓ Street-specific guidelines for Milwaukee Avenue and Northwest Highway north of Foster Avenue, Milwaukee Avenue south of Foster Avenue and the Ainslie Street and Lipps Avenue intersection



Future new developments can utilize design guidelines to ensure that they fit in with existing community character

Implementation

The chapters in this Plan outline a detailed set of goals and implementation strategies. Some of these strategies are short-term efforts that require cooperation and coordination and can be undertaken in the short-term. Other projects are long-term in nature and will require working with landowners, securing resources and making steady progress toward interim steps over time.

The implementation strategies may adapt over time as resources are raised and tasks are adapted to meet external changes in funding sources, economic trends and/or local priorities.



Weston's Coffee & Tap filled what was formerly a vacant storefront, helping contribute to one of the goals in this Plan

CHAPTER 1

Introduction

The Jefferson Park Station Area Master Plan is funded by the Regional Transportation Authority (RTA) and the City of Chicago. The RTA and City of Chicago both supported this effort due to the importance of transit and the planned capital improvements to the Jefferson Park Transit Center. Jefferson Park, with its access to CTA L, CTA Bus, Pace Bus and Metra service, as well as access to I-90 and I-94, is one of the key transportation hubs in Chicago. Expanded infrastructure improvements around the station area are critical to support economic opportunities and quality-of-life for Jefferson Park residents.

Background

In 2016, 45th Ward Alderman John Arena and the City of Chicago Department of Planning and Development (DPD) applied to the Regional Transportation Authority's (RTA) Community Planning Program. The Alderman's office saw an opportunity to bring to the Jefferson Park area a planning initiative similar to the Six Corners Economic Development Plan, which was adopted by the Chicago Plan Commission in 2013 and that intends to: attract new retail development, enhance cultural and entertainment offerings, upgrade building storefronts, and increase connectivity and accessibility.

This plan comes at an opportune time, as there are two new transit projects on the horizon that will benefit the Jefferson Park community.

In 2014, the Chicago Transit Authority (CTA) began work on the \$492 million "Your New Blue" program to substantially renovate the O'Hare branch of the CTA Blue Line, including renovation of the Jefferson Park Station. Improvements will be made to track, signal, and traction power upgrades, the tracks and station infrastructure, as well as customer-facing amenities at 13 stations along the CTA Blue Line. This upgrade will represent the largest investment in the Blue Line in more than 30 years. It is expected to bring 1,300 construction jobs and will improve commutes for the 80,000 daily riders of the O'Hare branch of the Blue Line. See Chapter 5 for additional information on the future improvements of the Jefferson Park Station.

Additionally, Pace Suburban Bus is implementing the new Pulse Milwaukee Line, a rapid transit bus line that will operate along Milwaukee Avenue between the Jefferson Park Transit Center and the Golf Mill Shopping Center in Niles. Service is expected to begin in 2018.

Objectives of this Plan

The Jefferson Park Station Area Master Plan presents a vision for the future of the neighborhood, documenting the community's preferred path for future change and providing predictability for potential new development.

The Plan has four main objectives:

- 1 Plan for neighborhood improvements around Jefferson Park Transit Center:** The upcoming renovation of the Jefferson Park station presents an opportunity to revitalize the area surrounding the Transit Center and envision potential improvements. A station area plan can help guide this vision and build upon the benefits that the station rehab will bring.
- 2 Improve access for all users to the Transit Center:** Currently, the Transit Center can feel inaccessible to pedestrians or bicyclists, due to unsafe crossings and a lack of a coherent, connected on-street bicycle network. The Plan recommends strategies that will lead to a safer, more comfortable environment for all users.
- 3 Plan for neighborhood amenities around the Transit Center:** For many, the Transit Center is a centrally-located and commonly-visited node of the community. As a result, the surrounding area should function as a hub for activities and amenities that cater to the residents and transit users.
- 4 Develop a balanced vision for new development that builds on community character:** Jefferson Park residents value their neighborhood, but they also recognize the potential for new businesses and amenities that can make the area more vibrant. This Plan identifies opportunities that will positively contribute to the existing community fabric.

Community Engagement



Community Outreach & Engagement

Community outreach and engagement was a central element of the planning process, incorporating a variety of face-to-face meetings, events and web-based technologies. Through presenting alternatives, community members had a variety of opportunities to provide input into the Plan. The process included identification of project objectives, key issues and opportunities and a vision for the Study Area. This input led to the development of goals and projects in the areas of community character, economic development and transportation.

Advisory Groups

Rather than having just one steering committee to oversee the planning process, this project had three advisory groups, each of which offered unique perspectives and expertise. The Technical Advisory Committee (TAC) was composed of the Regional Transportation Authority (RTA); the City of Chicago Department of Planning and Development (DPD), the 45th Ward, and the Chicago Department of Transportation (CDOT); Metra, Chicago Transit Authority, and Pace. The TAC reviewed and provided feedback on all project deliverables.

Local business owners served on a second advisory group, the Business Resource Group (BRG). The BRG provided valuable insight into Jefferson Park's business environment and the issues and opportunities to consider when planning for economic development. The third advisory group was the Resident Resource Group (RRG), made up of a range of people from different parts of the area who served as ambassadors to organizations they are members of in the community.

See the Appendix for a full timeline of community engagement events conducted around this planning initiative.

Community Meetings

There were three large community meetings that in total drew over 325 local residents and business owners. The first, in June 2016, included three interactive stations (Community Character, Economic Development, and Transportation) and displayed key findings from the existing conditions analysis. Community Meeting #2 presented draft goals and projects, eliciting more feedback by inviting attendees to vote on their favorite ideas and participate in interactive mapping exercises meant to envision future land uses. The third community meeting took place in January 2018. The draft plan was presented in an open house format, where residents provided their input on the proposed recommendations.



Project Website

A website, www.AccessJeffPark.org, was created and used to disseminate all project resources and documents and to share project updates. The site also featured a "Share Your Idea" form that allowed anyone to submit comments and/or photos. By the end of the planning process, the site received over 2,700 unique visitors and over 100 people shared written comments via the website, in addition to comments submitted at meetings.

Community Events & Local Organizations

The project team attended several community-wide events in an effort to make engagement as easy as possible by meeting residents where they already are. At both Jeff Fest and the Jefferson Park Sunday Market, people had the chance to ask questions and fill out a shortened version of the online survey. Eighty residents and visitors filled out survey cards at these events. The team also presented at meetings of the Jefferson Park Chamber of Commerce and the Gladstone Park Chamber of Commerce and Gladstone Park Neighborhood Association, in addition to meetings with board members of Chicago Housing Initiative, Jefferson Park Forward, Jefferson Park Neighborhood Association and Northwest Side Unite.

Figure 2.1 | Excerpt from Survey Results

SURVEY RESULTS

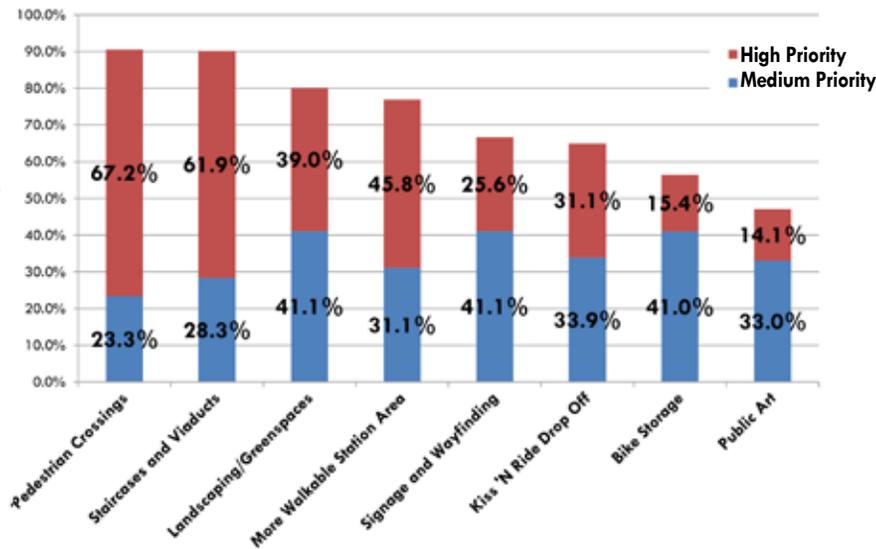
WHAT IMPROVEMENTS SHOULD BE MADE?

67%

Of survey respondents indicated that pedestrian crossings were a high priority

Other high priorities:

- Staircases and viaducts (62%)
- Greater walkability (46%)
- Landscaping/greenery (39%)



Outreach Snapshot



Outreach at the Sunday Market and Jeff Fest

Engagement by the Numbers

- 14 Community Organizations
- 12 Key Interviews
- 4 Local Events
- 3 Community Meetings

Website Ideas + Metrics April 2017-March 2018

- 8,000+ Website Page Views
- 2,800+ Unique Website Visitors
- 300+ Ideas Shared (website + meetings)

Survey Success!

1,000+

Over 1,000 survey responses were collected via the online survey and surveys distributed at Jeff Fest, the Farmers Market and the Gladstone Park Neighborhood Association Meeting.

CHAPTER 3

Community Character

Vision: Jefferson Park is a vibrant, livable community with a strong identity and a mix of land uses. New development is high-quality in design and builds upon existing community character while filling in vacant land and storefronts and contributing to a more active and successful neighborhood.

Throughout the planning and engagement process, residents discussed a desire to build on the assets that exist in the neighborhood now, while also seeing storefronts filled to achieve a new sense of vibrancy.

1) Jefferson Park has a strong history of which residents are proud.

In 1889, the City of Chicago moved to annex Jefferson Park Township at a time when it was home to only 500 residents who were primarily Polish and German immigrants. By 1900, there were streetcar rail lines along Lawrence Avenue, Milwaukee Avenue, and Elston Avenue. These thoroughfares connected Jefferson Park to other communities and to downtown, providing connections across railroads and the North Branch of the Chicago River.

During the 1910s and 1920s the neighborhood experienced an influx of immigrants from Poland, Germany, Russia, Czechoslovakia, Italy, and Sweden. These newcomers built frame cottages, brick bungalows, and two- and three-flat buildings, the main housing types for which the community is still known today.

By 1930 the population had grown to over 20,000 residents. Development slowed during the 1950s due to the emergence of the automobile, the construction of the Kennedy Expressway in 1959 which cut diagonally through the neighborhood, and the subsequent migration to the suburbs for many Chicagoans. Still, by the 1960s commercial properties occupied most of the frontage along Milwaukee Avenue.

In 1970, the Chicago Transit Authority created a Jefferson Park terminal that connected CTA and Pace bus routes, a Greyhound bus stop, commuter rail and elevated train lines. From 1971 until 1983 the Jefferson Park station served as the northwestern terminus of the CTA's Milwaukee Line, which is today known as the Blue Line and served as a hub for CTA buses throughout the Northwest Side of Chicago.

In the 1980s, this line was extended west to O'Hare Airport. By this time, the neighborhood's main concentration of activity consisted of small offices and businesses located at the intersection of Higgins Avenue, Lawrence Avenue, and Milwaukee Avenue.

The area continues to serve as a major transportation hub with access to CTA, Metra, Pace, the interstate system, and O'Hare Airport.

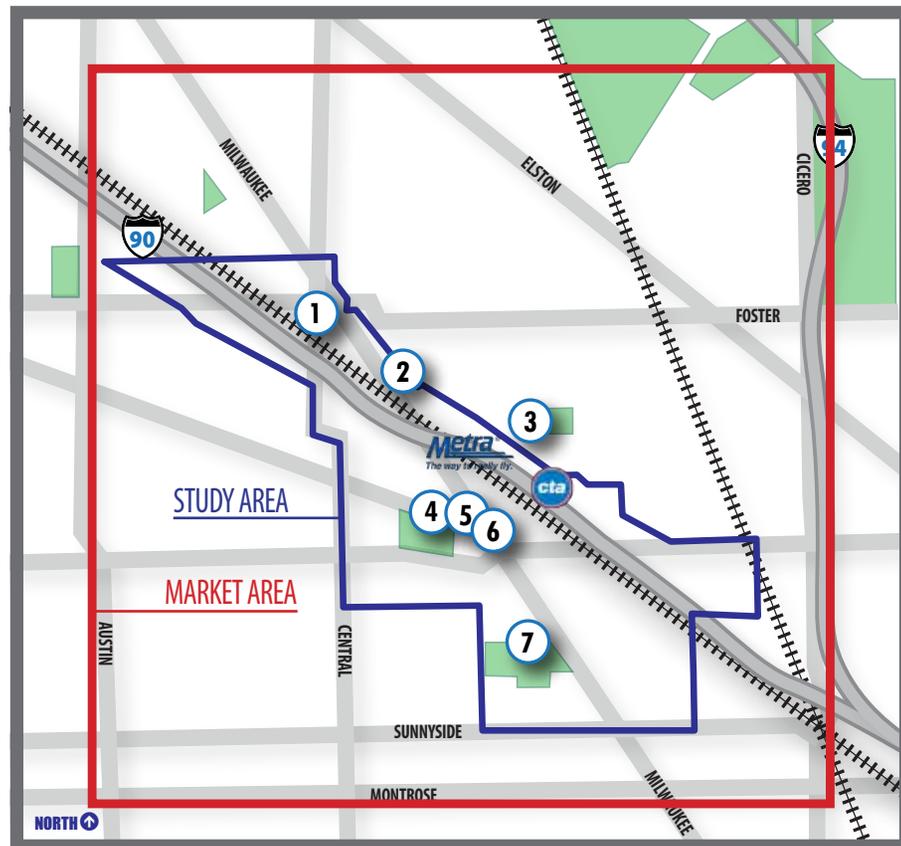
2) There is a wide range of land uses in the Jefferson Park station area.

The Study Area (shown in Figure 1.1) today has a wide variety of land uses. Nearly half of the area is dedicated to residential uses. Single-family homes and multi-family buildings together constitute 47.7% of the area. The next most prominent uses are commercial (14.5%) and mixed-use (10.1%). Vacant property, including commercial storefronts, residences, and vacant lots, occupy 9.6% of the Study Area. Transportation infrastructure also occupies a large amount of land uses at 9%.

Jeff Park is also home to a number of cultural institutions, including the Copernicus Center, the Gift Theatre, the Ed Paschke Art Center and the Masonic Temple.

The station area has three different kinds of commercial zones: Neighborhood Shopping District (B1), Neighborhood Mixed-Use District (B2), Community Shopping District (B3), and Neighborhood Commercial District (C1). All commercial zones in the station area allow for apartments either on or above the ground floor, and floor area ratios (FARs) range from 1.2 to 3. (See page 8 for FAR description.)

Figure 1.1 | Station Area Map



- 1 Gladstone Corners
- 2 Police Department
- 3 Roberts Square Park
- 4 Jefferson Park
- 5 Ed Paschke Art Center
- 6 Gift Theatre
- 7 Wilson Park



Examples of the variety of housing and building types in Jefferson Park

Transit-Served Location

The City of Chicago's Transit Oriented Development (TOD) ordinance adopted in 2015 aims to provide an incentive to developments that are located in close proximity to CTA and Metra train stations in order to reduce traffic congestion and take advantage of Chicago's transit system.

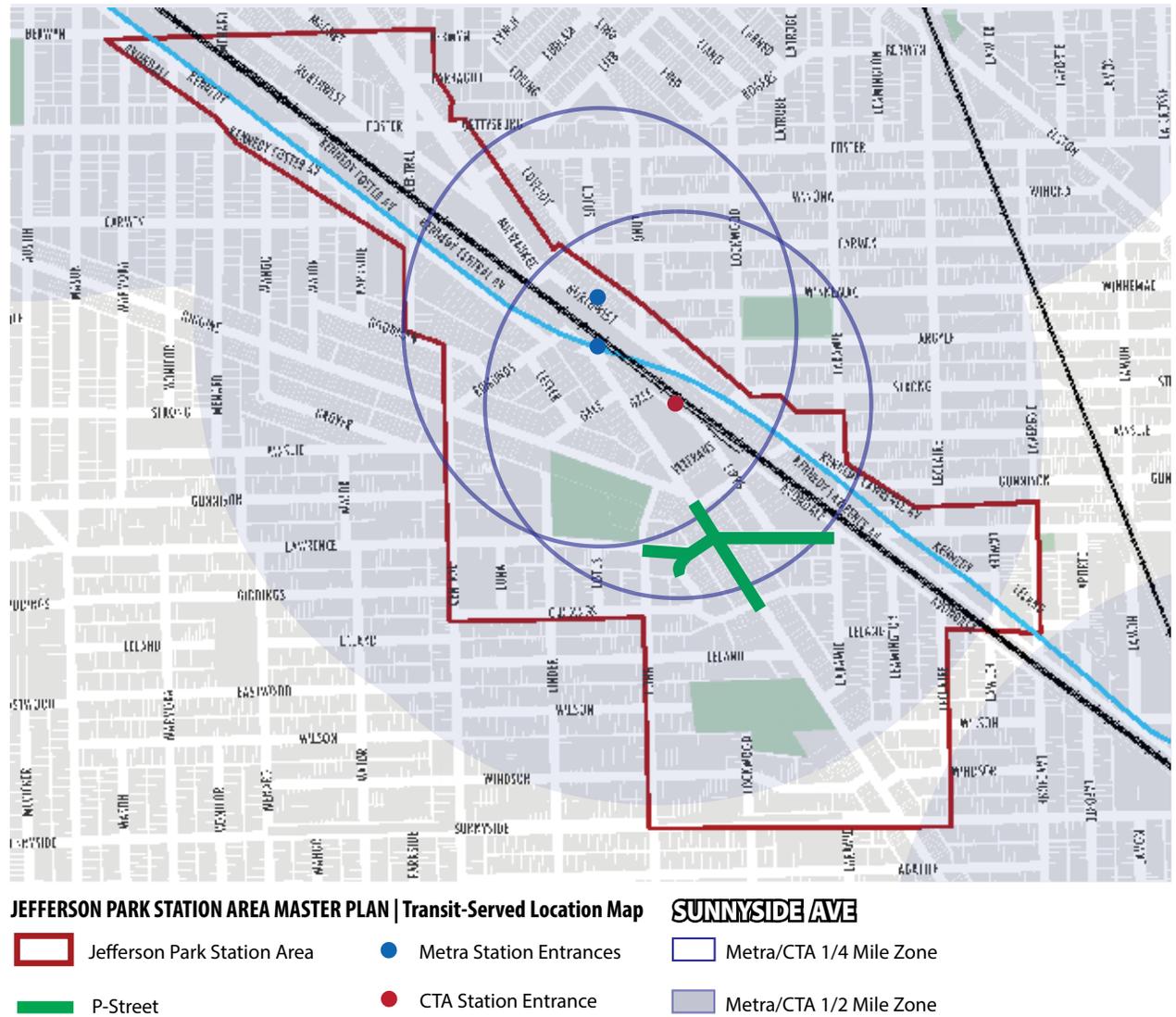
A quarter-mile ring around the Jefferson Park Station is covered by the TOD Ordinance. Portions of Lawrence Avenue and Milwaukee Avenue have been designated Pedestrian-Streets (or P-Streets). The 2015 TOD ordinance:

- ✔ Allows projects that qualify and are within a B-3 or C-3 zone to reduce the lot area per unit, increase the maximum building height, and increase the maximum Floor Area Ratio to 3.5 (subject to approval), and
- ✔ Allows for minimum parking requirements to be reduced up to 50% (Sec. 17-13-090 of zoning Ordinance) for projects that are within a B or C district. Future upgrades to TOD ordinances and upcoming developments should adhere to latest TOD policies and ordinances.

The TOD ordinance, as amended in 2015, incorporates elements of P-Streets, which are designed to protect existing retail areas through special regulations that promote pedestrian safety and comfort, transit, and economic vibrancy along the corridor, including limited curb cuts to protect the pedestrian nature of the streets. P-Street designation extends the area covered by the TOD ordinance to a half-mile from the station entrances, as shown in Figure 3.1

Within the study area, Milwaukee Avenue from Higgins Avenue/Ainslie Street to Giddings Street and Lawrence Avenue from Laramie Avenue to Long Avenue have P-Street designations (Figure 3.1).

Figure 3.1 | Transit-Served Location and P-Streets Map



3) Residents value the character of the neighborhood and want to ensure that any future development has high-quality design.

The station area contains a variety of notable elements that contribute to a sense of place in the community. For example, area signage helps to define the neighborhood, providing information about accessing transit, parks, and other destinations. Facades and building materials represent both the area's history and its change over time. The streetscape is more than simply roads, bike lanes, or sidewalks, and includes other elements like public art and landscaping that help to beautify Jefferson Park.

The Design Guidelines in Chapter 6 of this plan present a set of principles to address building orientation, facade transparency and streetscape/landscape elements. These design features are important for the development to relate to and fit in with the rest of the street and larger community context.

i What is TOD?

Transit-oriented development (TOD) encourages mixed commercial, residential and entertainment uses near transit stations. These developments improve access to transit, bring new amenities to communities and spur economic development. Visit www.RTAchicago.org/TOD and growchicago.metroplanning.org to find out more about TOD.

i What is FAR?

Floor Area Ratio (FAR) is the ratio of a building's total floor area (or square footage) to the surface area of the lot upon which that building is built. To learn more about this zoning tool and zoning in Chicago in general, visit www.cityofchicago.org/city/en/depts/bacp/sbc/zoning.html.



Character images from throughout Jefferson Park: older building facade (top), Wilson Park Fieldhouse (middle), Veterans Memorial (bottom)



Mural on Ed Paschke Art Center building

■ Goal 1

Improve the sense of place and build on the identity of Jefferson Park, balancing new development with its historic character.

Introduction

Jefferson Park can harness interest in the area into reinvestment to strengthen its business district, improve walkability and provide a range of retail, entertainment, and cultural options for its residents. Thoughtful planning and design are essential to guide development that will result in projects that build on Jefferson Park’s assets and provide new opportunities for businesses to thrive.

Strategy 1.1 | Strengthen recognition of signature buildings such as the Copernicus Center, Thomas Jefferson Park and other iconic buildings and recognize historic and notable buildings.

Jefferson Park is home to a collection of unique buildings, distinctive architecture and public places. Efforts to publicize the history and architecture of these buildings can be made available through websites, social media, and through plaques and wayfinding in the neighborhood.

Partners: Northwest Chicago Historical Society, DPD, and Jefferson Park Forward
Resources: Illinois Main Street

A Inventory historically significant buildings.

Organizations such as Northwest Chicago Historical Society have taken efforts to document historically significant buildings through collecting photographs and posting descriptions of sites that are notable for both historical and architectural value. This effort should be continued and supported by the community as an important element in documenting structures and important places in Jefferson Park. Figure 3.2 displays historically significant structures in the area.

B Recognize historic and notable buildings with plaques and wayfinding.

Plaques have been used to recognize significant buildings in Jefferson Park. This effort could continue based on both historic and architectural value to the community. Wayfinding kiosks, as described in the Transportation Chapter, can be used to point visitors to select buildings of interest in the community such as the Copernicus Center and Jefferson Park Masonic Temple.

C Investigate joining the Illinois Main Street Program to further refine strategies to reuse older buildings and market Jefferson Park.

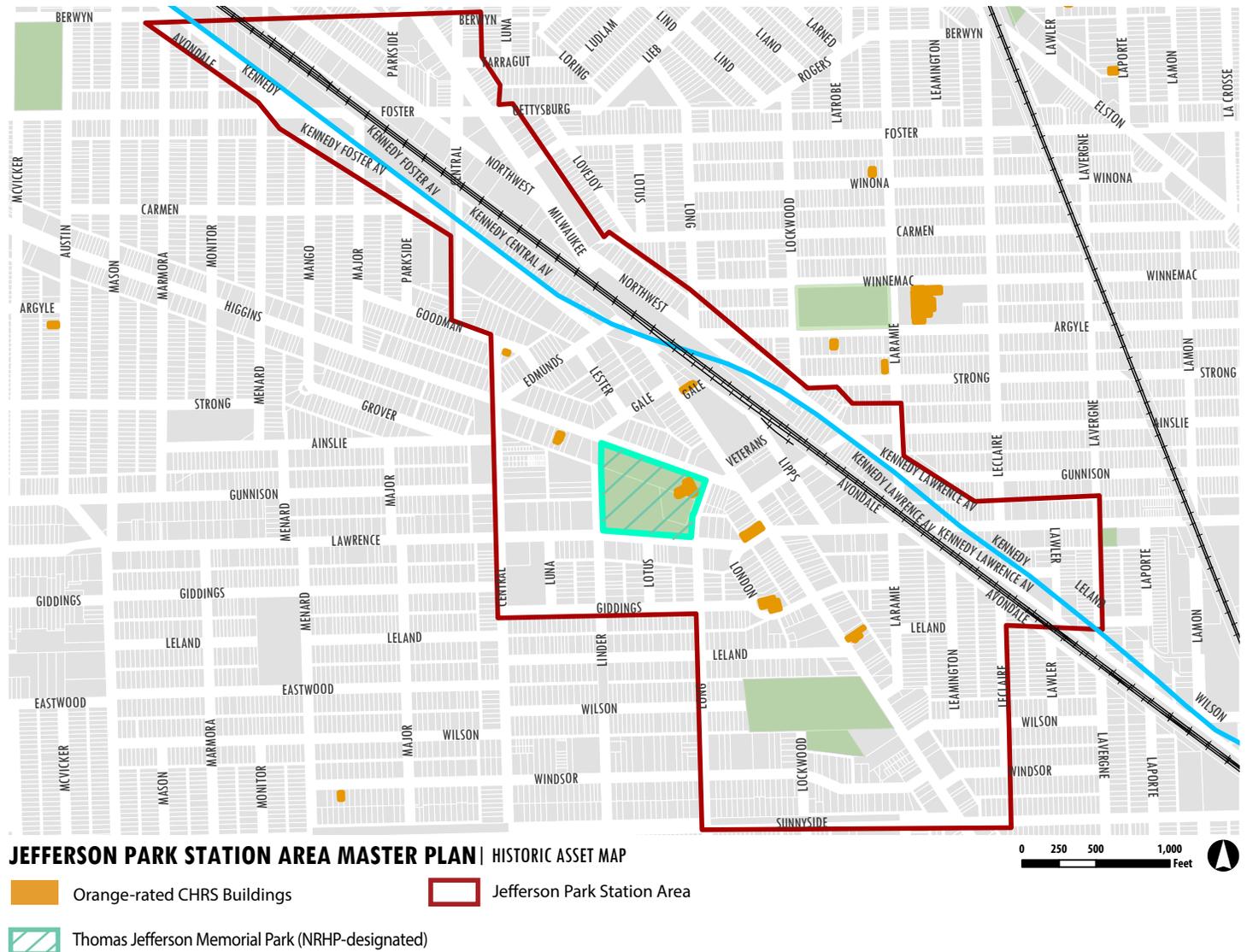
Investigate joining the Illinois Main Street Program in order to seek technical assistance and resources focused on the Milwaukee Avenue and Lawrence Avenue corridors. The network of Main Street sites can provide connections and tools that could help market, investigate funding resources, and make available other technical resources to attract reinvestment in older buildings.

Figure 3.2 | Historic Asset Map

The National Register of Historic Places is the official list of our country's historic buildings, districts, sites, structures, and objects worthy of preservation. It was established as part of the National Historical Preservation Act of 1966 and is overseen by the National Park Service.

The Chicago Historic Resources Survey (CHRS), completed in 1995, identifies each property's date of construction, architect, building style and type, Chicago Landmark status (LM), inclusion in the Illinois Historic Structures Survey (ISS) and property identification numbers (PIN).

Figure 3.2 shows the locations of the structures in the Jefferson Park Station and Market Areas that are rated Orange (OR). Each of these OR-rated properties possess some architectural feature of historical value that makes them potentially significant in the context of the surrounding community and subjects them to the City's Demolition Delay Ordinance (see https://www.cityofchicago.org/city/en/depts/dcd/supp_info/demolition_delay.html for more information).



Strategy 1.2 | Encourage adaptive reuse of vacant storefronts and buildings, particularly on Milwaukee Avenue through facade improvement, interior space renovation and/or sensitive additions to buildings.

Older buildings located on Milwaukee Avenue can be re-purposed and used for new stores and businesses, but will need to be upgraded and be marketed at a competitive price to be viable for reuse.

Partners: Jefferson Park Chamber, Gladstone Park Chamber, 45th Ward, DPD, SomerCor
Resources: SBIF; TIF; New Markets Tax Credits; Class 7(a), 7(b), 7(c) property tax incentives

A Encourage landowners to restore vacant storefronts with tax incentives and helpful resources.

Property-owners will need to renovate spaces to make them available for leasing. Efforts to provide financial assistance for older buildings that provide the backbone of Jeff Park’s character should be pursued. The Class 7(a), Class 7(b) and Class 7(c) programs offer real estate tax incentives for eligible commercial projects to receive a 12-year reduction in real estate assessments. More info can be found at www.cityofchicago.org/city/en/depts/dcd/provdrs/ec_dev.html. The [Landmarks Illinois Restoration Resources Directory](#) lists professional services, products, craftspeople, & other maintenance, restoration, and rehabilitation services for older structures.



B Utilize Small Business Improvement Funds (SBIF) to support renovation of buildings and facade improvements.

The City’s [SBIF program](#) has been very successful in Jefferson Park, as allocated funds have been in demand and distributed based on the needs of local businesses. Efforts to increase SBIF funding with the goal of an annual allocation would allow for a predictable source of funds to support property upgrades, particularly to assist businesses in older buildings on Milwaukee Avenue and Lawrence Avenue. It should be noted that the existing Jefferson Park TIF will expire in 2021, therefore additional funding mechanisms should be encouraged.

C Take advantage of New Markets Tax Credits.

Larger projects may be able to take advantage of federal New Markets Tax Credit in qualifying Census Tracts in Jefferson Park, such as along Milwaukee Avenue between Lawrence Avenue and Gale Street. New Markets Tax Credits can be used for commercial redevelopment. Due to the complexity of the funds, the credits are often more viable for larger projects, such as new development that could take place between Milwaukee Avenue and Lipps Avenue north of Lawrence Avenue. Additional information can be found here: <http://chicagodevelopmentfund.org/>



Strategy 1.3 | Incorporate design/wayfinding elements as a part of architectural features in key locations.

Just as the architectural form of the Copernicus Center provides an indicator to people that they are in Jefferson Park, there are other opportunities to pursue features that mark critical corners, intersections or sites that reinforce the character of the area and provide signals to visitors that they have arrived in Jefferson Park.

Partners: CDOT, 45th Ward, DPD
Resources: TIF, private fundraising/sponsorship

A Design, fundraise, secure locations, and install wayfinding features at Lawrence Avenue and Lipps Avenue and at Milwaukee and Gale Street to welcome visitors into Downtown Jefferson Park.

Pursue efforts to install new wayfinding features at the two primary entrances to the business district: at Lawrence Avenue and Lipps Avenue and at Milwaukee and Gale Street. As discussed in the Transportation section of the plan, wayfinding features can include kiosks with a map and guide to key destinations in the area. Jefferson Park’s Tax Increment Financing (TIF) fund, which expires in 2021, is one possible funding mechanism for these types of improvements.

B Encourage developers to embrace corners and provide quality architectural elements.

Architectural design can serve to welcome visitors to a community, whether it is through entrances to stores set at the corners, facade elements, windows, or other features that take cues from nearby buildings while also marking spaces as distinctive and inviting.

Vacant storefront on Milwaukee Ave. (left) and historic facade on a building in the study area (right).



Giddings Plaza in Lincoln Square is an example of a well-designed and popular public place.

■ Goal 2

Improve and create public spaces to increase social interaction and pride of place.

Introduction

Jefferson Park will benefit from a public open space that serves as central gathering space for events and activities. While its namesake park provides abundant green space, a public “town square” is needed that can provide a hub for gatherings and be home to more commercial activities, such as café seating for restaurants, a stage for small- to mid-sized events and a pleasant environment for people to gather at all times of the year.

Strategy 2.1 | Create community gathering spaces that can support outdoor cafés and events.

Incorporate new open spaces as part of redevelopment efforts. The open spaces can help attract residents, customers and visitors to Jefferson Park and support commercial development opportunities surrounding an outdoor plaza.

Partners: CDOT, local businesses and landowners, Copernicus Center, Paschke Arts Center, DPD, 45th Ward Alderman

Resources: TIF, private fundraising/sponsorship, developer contributions

A Explore the feasibility of creating a public plaza near the Transit Center and Copernicus Center.

As part of future development, provide a new outdoor plaza for outdoor seating that could be used by nearby restaurants and businesses. On larger event days, such as Taste of Polonia, the plaza could be part of the festivities that are located on Lipps Avenue and at the Copernicus Center.

B Explore the feasibility of expanding the public plaza for the Veterans Memorial at Higgins Avenue/ Long Avenue/Milwaukee Avenue.

As discussed in more detail in Chapter 5, realignment of Higgins Avenue at Milwaukee Avenue would allow for the creation of an expanded public space. The Veterans Memorial, which is currently located in a traffic island, could be moved slightly to the south to be in a more inviting space that pays respect to veterans while also providing more public space to embrace residents and visitors from the Transit Center across Milwaukee Avenue.

C Create a shared space at the Copernicus Center for parking and events.

The Copernicus Center parking lot is already used for special events such as Taste of Polonia. The lot can be upgraded for use at local festivals, creating an inviting entry into Jefferson Park and a shared space for a variety of uses. During these events, shared parking can be provided as part of future redevelopment efforts nearby.



Example of a parking lot converted for temporary use as a special event space

Strategy 2.2 | Consider the feasibility of creating a year-round indoor space (a winter garden) that can open up to a plaza and serve as a connection to the Transit Center.

Winter gardens are a way to create an inviting year-round space that can be home to restaurants and entertainment as well as serve as a location for events and a gathering space for the community.

Partners: Local businesses and landowners

Resources: Foundations, Sponsors, Developer contributions

A Consider the feasibility of creating a winter garden that connects with future development in the area.

The winter garden would be a defining element of the development effort and provide a distinctive reason to locate in Jefferson Park. It would be privately owned and maintained and built as a part of future development(s). Such a space would provide a year-round venue to house restaurants and events, providing a unique experience in Jefferson Park that is not available outside of the Loop.

B Create a long-term management plan and schedule of events for the winter garden.

The indoor space would be privately-owned and maintained but could be a center for a variety of events from music and cultural events to children and family activities.



Conceptual rendering for illustrative purposes only of a plaza that could be located in the vicinity of the Transit Center, with a winter garden that opens up onto the space.

■ Goal 3

Pursue mixed-use development that meets design guidelines, promotes the character of Jefferson Park, and reinforces a sense of place and welcoming for the community.

Introduction

Redevelopment projects in Jefferson Park will need to follow the City of Chicago's zoning and building permit process. The design guidelines included in this plan should be used as a reference for future development that requires discretionary action by the Chicago Plan Commission (CPC), Zoning Board of Appeals (ZBA), City Council, or for projects receiving City financial assistance. Redevelopment efforts can provide opportunities for commercial spaces that meet modern requirements, expand shared parking, improve public amenities, and revive the business district.



Currently vacant former Woolworth's building



Currently vacant former fire station

Strategy 3.1 | Consider the redevelopment of vacant land and buildings located on Milwaukee Avenue, Lipps Avenue and Lawrence Avenue.

Redevelopment should include rehabilitation of the former Woolworth's Building at the southeast corner of Milwaukee Avenue and Ainslie Street, rehabilitation of the former Fire Station at the northeast corner of Lipps Avenue and Ainslie Street, and new construction in the currently vacant lots. These efforts can result in a mixed-use development to include an outdoor plaza and/or winter garden as discussed in Goal 2, as well as new retail development. Residential units above retail ground-floor uses will provide activity and customers to support retail.

Partners: DPD, 45th Ward, local businesses and landowners
Resources: Private sources and uses to promote redevelopment and reinvestment in the site

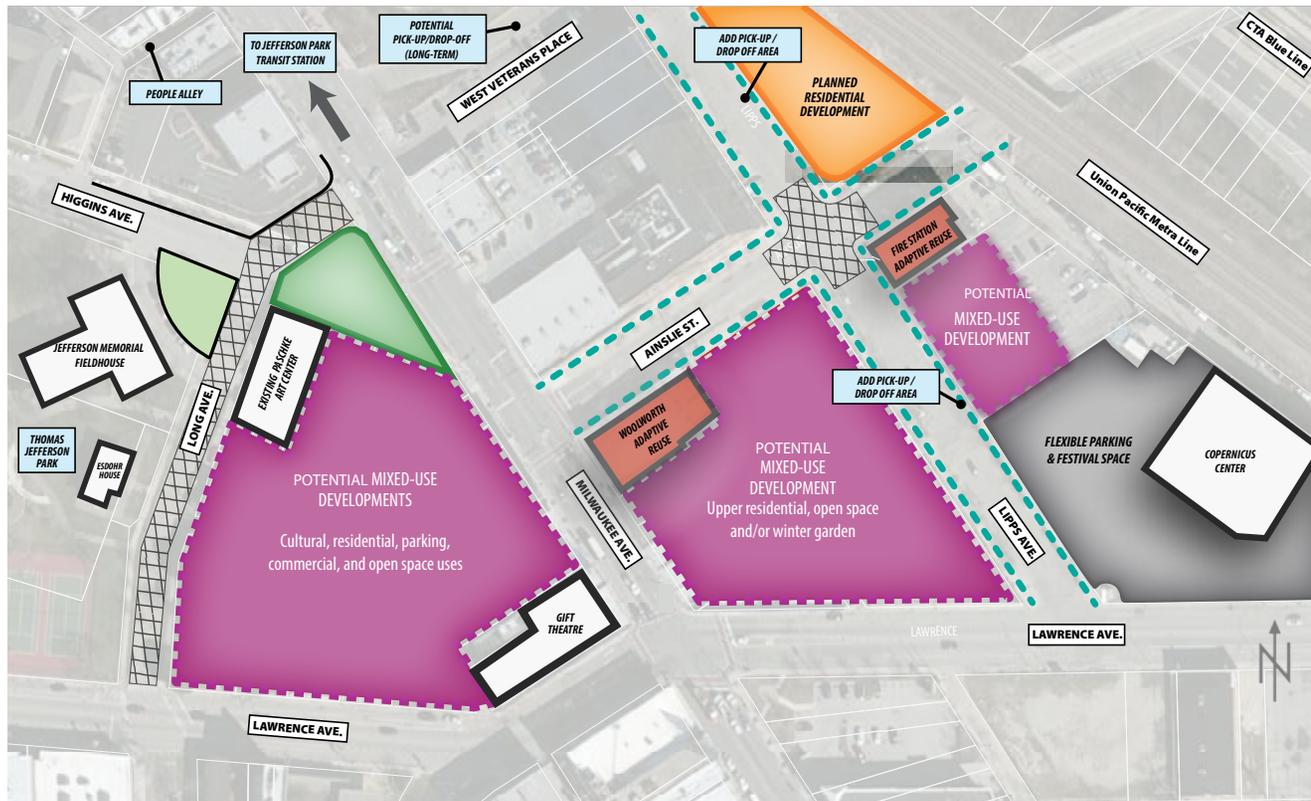
Strategy 3.2 | Consider the redevelopment of the Milwaukee Avenue / Lawrence Avenue / Long Avenue block.

The Post Office Carrier Annex, which is currently located on Milwaukee Avenue at Ainslie Street has an opaque facade and does not include any commercial activity, thereby detracting from an active retail environment along Milwaukee. Its functions could be relocated to another facility, allowing redevelopment of the block. New development could include space for the expansion of the Paschke Art Center, the Gift Theater, and the Windy City Music Theater. The redevelopment should also include a pathway for pedestrians directly from the Esdohr House—a historic building that was relocated to the west side of Long Avenue in Jefferson Park—to Ainslie Street and over to the Transit Center to the northwest along Lipps Avenue.

Partners: Commercial developers and property owners
Resources: Private foundations and funders for cultural institutions



Figure 3.2 | Illustrative Concept Plan



Future Mixed Use Development

- Pedestrian Plaza**
- Outdoor Cafe Seating
 - Landscape Plantings
 - Programmed Events
 - Lighting
 - Public Art

Placemaking Intersection & Roadway Improvements

- Enhanced Pavement and Crossings
- Vertical and Overhead Lighting Features
- Bollards

Sidewalk Streetscape Enhancements

- Cafe Seating
- Inground Planters with Options for Rain Gardens
- Lighting and Bollards
- Benches
- Bike Racks
- Planters Pots

Market Findings

What are the market realities...

Demand for retail uses calls for general merchandise, restaurants, food and beverages.

Residential uses above retail can help support the economic viability of commercial and mixed-use projects.

Building upon the Copernicus Center and Northwestern College, cultural/entertainment and institutional uses could also be attracted to the business district.

There are strong art-related organizations in Jeff Park that have interest in expanding.

Arts and cultural centers can serve as destinations that help to attract outside visitors.

Transportation

How to get around...

Walkability:

Improved streetscaping along Milwaukee Avenue strengthens the connection between the Transit Center and the rest of Jeff Park.

Improved streetscaping along Lipps and Ainslie help to improve walkways to Transit Center and local destinations.

Connectivity:

A new configuration at Higgins and Milwaukee allows for more public space and a safer way for cars to turn onto/from Milwaukee. A pedestrian corridor provides passage through the middle of the site for direct access from Ainslie St. to the Park.

A central plaza and/or winter garden would facilitate the connectivity between Jefferson Park's arterial streets.

Parking: Shared parking is tucked behind the uses that front Milwaukee Ave and Lawrence Ave. This type of shared parking lot can potentially be used by residents and visitors.

■ Goal 4

Improve community safety through applying the principles of Crime Prevention Through Environmental Design (CPTED).

Introduction

Throughout the engagement process, many residents expressed how they chose to live in Jefferson Park in part because of its reputation as a safe and friendly neighborhood, home to many families who have been here for generations. Nonetheless, as in all places, public safety can be improved. This can be achieved through design, effective communication, and partnerships between the police and the community. Principles of CPTED should be incorporated into the design of publicly funded improvements and new development that requires discretionary action by the Chicago Plan Commission (CPC), Zoning Board of Appeals (ZBA), City council and for projects receiving City financial assistance. These guidelines can also inform property owners and as-of-right development on best practices for the design of their projects.

i What is CPTED?

Crime Prevention Through Environmental Design (CPTED) principles are internationally recognized as a multi-disciplinary approach to improving public safety through design. The International CPTED Association has a mission to "create safer environments and improve the quality of life through the use of CPTED principles and strategies." More information can be found at www.cpted.net.

Strategy 4.1 | Enhance Visibility

To ensure that new development and public space are oriented towards the street, a clear path of visibility should be preserved to promote public safety and improve the interface between the public and private realm. This can be done using effective lighting, ensuring that doors face public spaces, and preventing blind or hidden space.

Partners: DPD, 45th Ward

Resources: Private property owners

A Use the Design Guidelines (Chapter 6) to ensure that new development and public space improvements can be seen from the street with sensitive use of both lighting and landscaping to reinforce a sense of place and a well-designed environment.

B Design of open spaces should provide a clear visible path from Milwaukee Avenue and Lawrence Avenue to the Transit Center.



Front-facing building entrance faces clearly-defined public right-of-way on Milwaukee Avenue across from the Transit Center

Front porches serve to enhance the value of "eyes on the street," an idea that promotes community safety through neighbors looking out for one another.

Strategy 4.2 | Natural Access Control

There should be visually clear, unobstructed paths (which can be as simple as well-maintained sidewalks) to all spaces. Paths can be further enhanced with physical features and lighting.

Partners: DPD via CPC, ZBA, City Council and projects receiving City financial assistance CDOT, private property owners

Resources: Private property owners, 45th Ward

- A** Ensure development proposals offer natural access control through attractive sidewalks, fences, and walkways that make it clear how to reach a destination.
- B** Utilize design guidelines in development review to clearly define public and private space.



The sidewalk turns to provide a clear path into the playground (located at Lavergne & Lawrence), which is clearly separated from the street

Strategy 4.3 | Clear Sense of Ownership

All spaces should be clearly defined as public or private to make property ownership and maintenance responsibilities clear.

Partners: CDOT, Metra, Union Pacific, CTA, private property owners

Resources: Property owners, CTA, Metra, Union Pacific

- A** Ensure that there is a clear sense of ownership by having a public or private owner responsible for every site, identify with signage where people can or cannot access a site, ensure that snow and garbage is cleared along pedestrian paths/sidewalks and that landscaping is maintained.



A simple fence defines the community garden (located at Laramie & Ainslie) as a distinct place with a sense of ownership

Strategy 4.4 | Property Maintenance

Proper maintenance and cleanliness are essential to a sense of safety and sense of place. As visitors come to Jefferson Park, they will remember their experience and return if they noticed clean streets and sidewalks, trash in proper receptacles, and had an overall pleasant walking experience.

Partners: Local businesses and landowners, 45th Ward

Resources: Property owners, CTA, Metra, Union Pacific

- A** Ensure proper maintenance of private properties to communicate public safety and a well-kept community.
- B** Maintain and improve public facilities, particularly those near public spaces. For example, the maintenance garage located inside Jefferson Park on Linder Avenue could benefit from improved fencing and landscaping, as well as a formalized employee parking area.



The Jefferson Park Fieldhouse is an important destination for the community. Property maintenance is critical to a sense of safety and comfort.

CHAPTER 4

Economic Development

Vision: A walkable, transit friendly “downtown Jeff Park” with public gathering spaces to foster community events and a range of entertainment, retail and restaurants to serve local residents and visitors.

Jefferson Park is situated in the ideal location to support economic development. With its access to transit and interstate highways, the area is one of the best nodes of transportation in Chicago. Retail vacancies and vacant land near the Transit Station presents both challenges and opportunities. While Jeff Park historically developed as a “streetcar” business district, it was hurt by a shift to more auto-centric development and shopping patterns that favored suburban locations.

However, current economic development trends can be harnessed in Jefferson Park’s favor: throughout the engagement process, residents expressed that they would like to have experience-based retail and restaurants. Jeff Park can be very competitive with some of Chicago’s other walkable business districts, such as Lincoln Square and Edison Park, areas named by local residents as examples of places where they currently like to go. If Jefferson Park can attract and support the right kinds of destinations, it can become a destination neighborhood that caters to both residents and visitors, as it is already easily accessible by transit, car, or shared vehicle.

These visitors may come from nearby neighborhoods, or they may choose to visit while staying at a hotel near O’Hare Airport—either way, Jeff Park can become known as the place to go for a genuine neighborhood experience, complete with dinner and a show.



Existing businesses along Milwaukee Avenue

1) Jefferson Park's business district has the potential to be even more successful.

Jeff Park is starting to grow in population—largely a result of younger households attracted to the area—and it has a strong income base to support economic development.

An analysis of the Study Area and Market Area, shown in Figure 4.1, shows that population has increased by 5.4% in the Study Area and 2% in the Market Area since 2010. While the median age is still significantly higher than the City of Chicago's (40 years compared with 34 years), it also is getting younger, and 32% of households have children under age 18. Neighborhood amenities are driving these changes, as families move to the area for quality public and parochial schools and excellent access to jobs both in the City and the nearby O'Hare job center.

Jefferson Park is known as a family-oriented community, with a significantly higher share of owner-occupied housing (59%) compared to the rest of the City, though a large percentage of the households are renters. The median income of \$64,971 is well above the citywide median and 27% of households have incomes over \$100,000.

2) The neighborhood compares favorably to nearby business districts.

Based on survey data of 969 Jefferson Park households conducted for this plan, residents prefer to spend money in Jeff Park: in fact, about half of Jeff Park residents do their shopping and eating in the neighborhood on a weekly basis (see Figure 4.3).

Figure 4.1 | Area Demographics

	STUDY AREA	MARKET AREA	CITY OF CHICAGO
2010 POPULATION	4,262	30,369	2,695,598
2017 POPULATION	4,513	31,170	2,781,116
2010-17 POPULATION CHANGE	5.9%	2.6%	3.2%
2017 MEDIAN AGE	40.5	40.2	34.2

Source: 2010 U.S. Census; Esri

	MARKET AREA	CITY OF CHICAGO
2017 AVERAGE HOUSEHOLD SIZE	2.51	2.51
2017 MEDIAN HOUSEHOLD INCOME	\$64,971	\$51,421
2017 POPULATION, AGE 55-64	13.5%	10.7%
2017 POPULATION, AGE 65+	15.9%	12.1%
2011-2015 HOUSEHOLDS W/ CHILDREN UNDER 18	30.4%	28.7%

Source: 2011-2015 American Community Survey; U.S. Census; Esri

Figure 4.2 | Retail Comparison of Jefferson Park and Other Business Districts

	JEFFERSON PARK	SIX CORNERS	EDISON PARK	LINCOLN SQUARE
Total Establishments	72	52	24	151
:: Retail	47	35	9	79
:: Food & Drink	25	17	15	72
Businesses per 1,000 people	2.32	1.43	1.26	3.39
2016 Population	30,983	36,272	19,099	44,503
2016 Median Household Disposable Income	\$49,155	\$44,087	\$57,546	\$50,648
Total Retail Trade Demand	\$439M	\$466M	\$378M	\$893M
Total Retail Trade Supply	\$175M	\$569M	\$104M	\$259M
Total Retail Trade Gap ¹	\$264M	(\$103M)	\$274M	\$633M
Supply as % of Demand	40%	122%	28%	29%
Total Food & Drink Gap ¹	\$10M	\$12M	(\$4M)	\$27M

Source: Esri Business Analyst, 2017

27% of households have income greater than \$100,000 yet households of all income levels reside in Jeff Park, providing a broad potential customer base for entertainment, restaurants, and services.

Residents also often head to nearby shopping districts in Edison Park, Lincoln Square and Six Corners. Jefferson Park compares favorably to these other commercial corridors, with similar access to transit and median household incomes (See Figure 4.5). The Edens Collection, a planned future retail development located at Foster Avenue and the Edens Expressway, will provide new shopping and dining options just outside the Jefferson Park Market Area, which expects to reduce the frequency of residents going to the Touhy Avenue shopping area in Niles. A market area retail gap analysis conducted in 2017 showed that resident spending (demand) in the

Jefferson Park Market Area is equal to 40% of the total retail supply and 79% of restaurant supply (Figure 4.6).

The retail gap analysis further found \$79.2 million in unmet demand in general merchandise, a category that includes department stores, discount stores, warehouse clubs and small retail stores.

This is known as a positive retail gap – in which the demand in a market area exceeds the local supply, all of which suggests potential for additional businesses in the area. This demand could be met in the area by adding a “neighborhood” sized general merchandise

store (15,000-40,000 square feet) that could fit the parameters of available sites at Milwaukee Avenue and Lawrence Avenue

The current business mix is made up of services (34%), eating and drinking (30%), merchandise (21%) and grocery stores (11%). Addressing retail vacancies will depend on a strategy of ensuring that there are available spaces ready to lease at prices that are competitive with nearby areas. As reported by local businesses, increasing foot traffic would help to drive new business and economic activity.

Figure 4.3 | Retail Environment Survey Results

SURVEY RESULTS

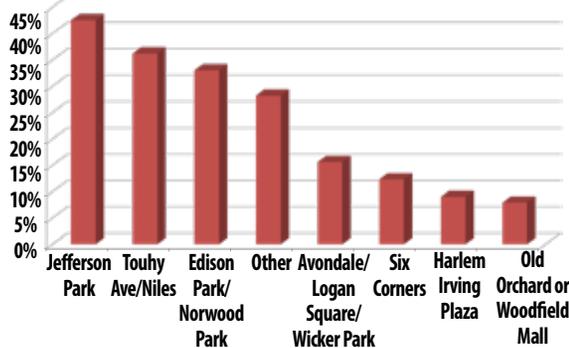
WHERE DO YOU DINE | AT LEAST ONCE PER WEEK

43%

Of survey respondents dine at local restaurants in Jefferson Park at least once per week

Other areas (from comments):

- Downtown
- Rosemont
- Lincoln Square
- Lincoln Park
- Park Ridge
- Portage Park



SURVEY RESULTS

WHERE DO YOU SHOP | AT LEAST ONCE PER WEEK

48%

About half of survey respondents shop locally in Jefferson Park at least once per week

Other areas (from comments):

- Forest Glen
- Norridge
- Lincoln Square
- Park Ridge
- Harwood Heights

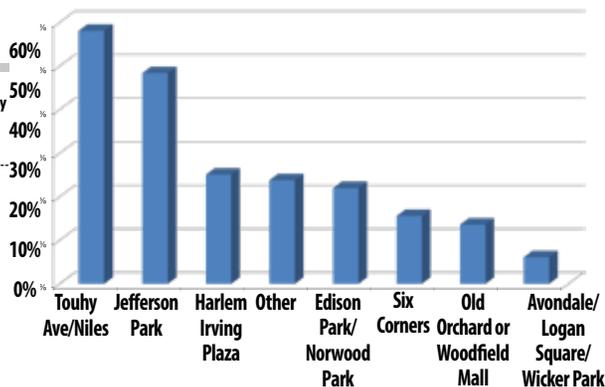


Figure 4.4 | Jefferson Park Study Area Businesses



Rendering of the future Edens Collection, proposed at Foster Ave and the Edens Expressway

Figure 4.5 | Jefferson Park and Surrounding Business Districts

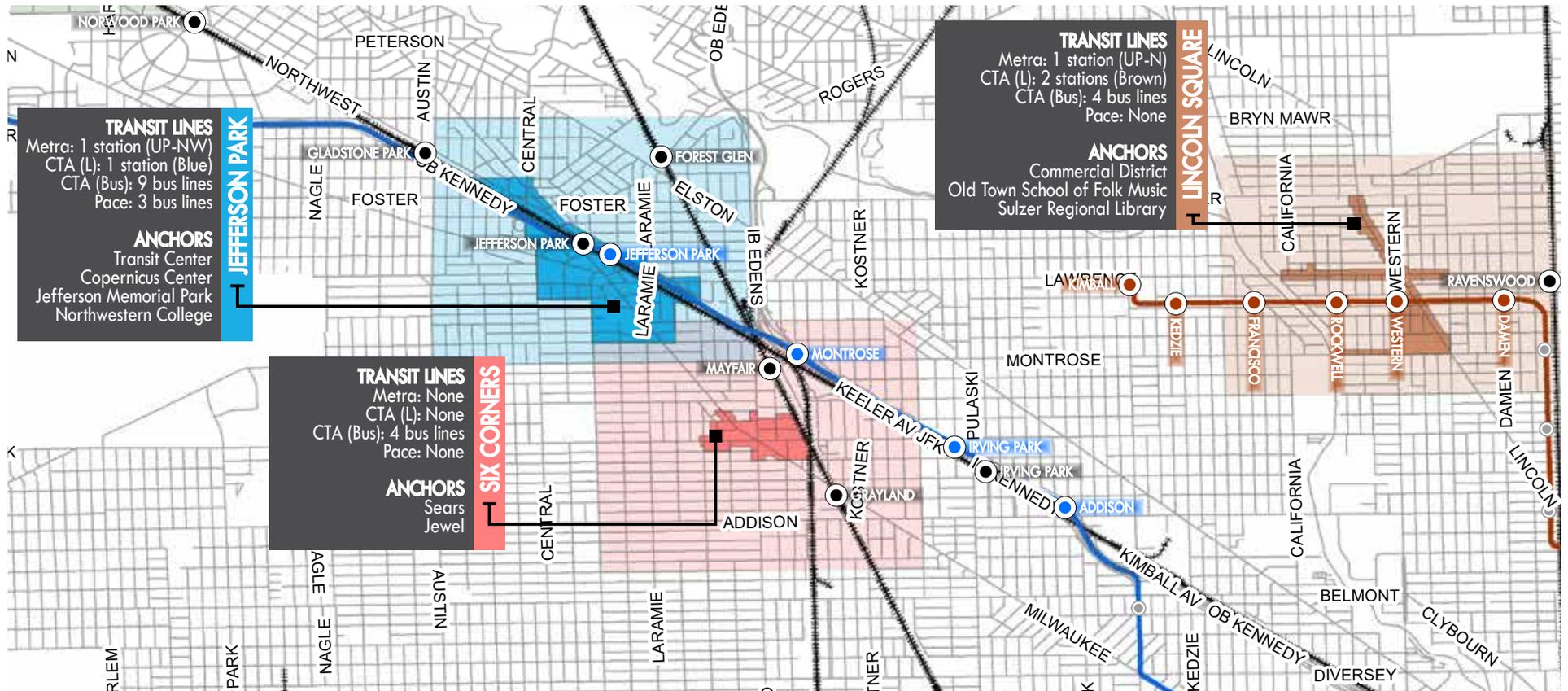


Figure 4.6 | Market Area Retail Gaps, 2017

**JEFFERSON PARK MARKET AREA
 RETAIL GAP BY CATEGORY SUITABLE BASED ON
 AVAILABLE COMMERCIAL & VACANT SPACE**

RETAIL CATEGORY	GAP
General Merchandise	\$79.2M
Restaurants	\$20.4M
Food and Beverage	\$18.5M
Clothing and Accessories	\$17.0M
Miscellaneous Store Retailers	\$12.7M
Building Materials, Garden & Supply	\$11.3M
Sporting Goods, Hobby, Books & Music	\$6.6M
Furniture and Furnishings	\$5.7M

Source: Esri

LOCAL BUSINESS SPOTLIGHT

REP CHI
 4427 N Milwaukee Ave.
Est. 2007
Rep Chi was founded in 2007 and is proud to call Jefferson Park home. They sell Chicago pride apparel, handmade gifts, recycled wares, artwork, and other unique goods. The shop also offers custom, eco-friendly screen printing. In 2018, Rep Chi was voted "Chicago's Most Loved Shop" by TimeOut Magazine.



3) There is a wide variety of housing types in Jeff Park that can support households at various stages of life.

Jefferson Park is 59% owner-occupied and 41% renter-occupied, providing a wide range of housing types that can accommodate a diversity of people. There are single-family homes, apartments and condos for young professionals or single people, and townhouses that cater to smaller or newer families.

In addition to the variety of housing types, the area is attractive to many because of its relative affordability. As shown in Figure 4.7, the median sales price for single-family homes in Jeff Park is more affordable than in neighboring Portage Park and Forest Glen communities. Townhouse/condominium sales prices are slightly higher than Portage Park, but far less expensive than Forest Glen. Though sales prices for townhouse and condo units are higher than those in Portage Park, these prices reflect Jeff Park's access to transit and quality schools.

Jefferson Park is also an appealing area for renters, with a median rent that is lower than that of other peer communities such as Lincoln Square (Figure 4.8). Furthermore, Jeff Park's location in between two major employment centers (downtown Chicago and the O'Hare job market) makes it attractive to a mix of both professional and service workers.

Jefferson Park has been experiencing increased pressure and demand for new housing in recent years. In fact, in January 2018, real estate website Redfin ranked Jefferson Park number four on its list of "25 Neighborhoods That Have It All."

Figure 4.7 | Jefferson Park Study Area Housing Types

SAMPLE HOUSING TYPES IN JEFFERSON PARK



	JEFFERSON PARK	PORTAGE PARK	FOREST GLEN
Single Family Detached			
:: 2017 Median Home Price	\$300,000	\$310,000	\$442,500
:: Change, 2015-2017	9%	22%	3%
Town home, Condo			
:: 2017 Median Home Price	\$177,000	\$154,000	\$255,000
:: Change, 2015-2016	29%	17%	42%

Note: The most recent 3-year period of data shown here to reflect the increased market pressures on housing prices in Jefferson Park and comparable districts. See the Existing Conditions Report for more information on housing needs.

Source: Crain's Chicago based on Midwest Real Estate Data, 2017

Increased demand in recent years has caused housing prices to rise, putting greater pressure on a limited inventory of housing units in the area. Several multi-family new construction projects have been approved for development or broken ground in 2017-2018. These new housing developments will add more residents who will be customers of existing and new businesses in the Jefferson Park Study Area.

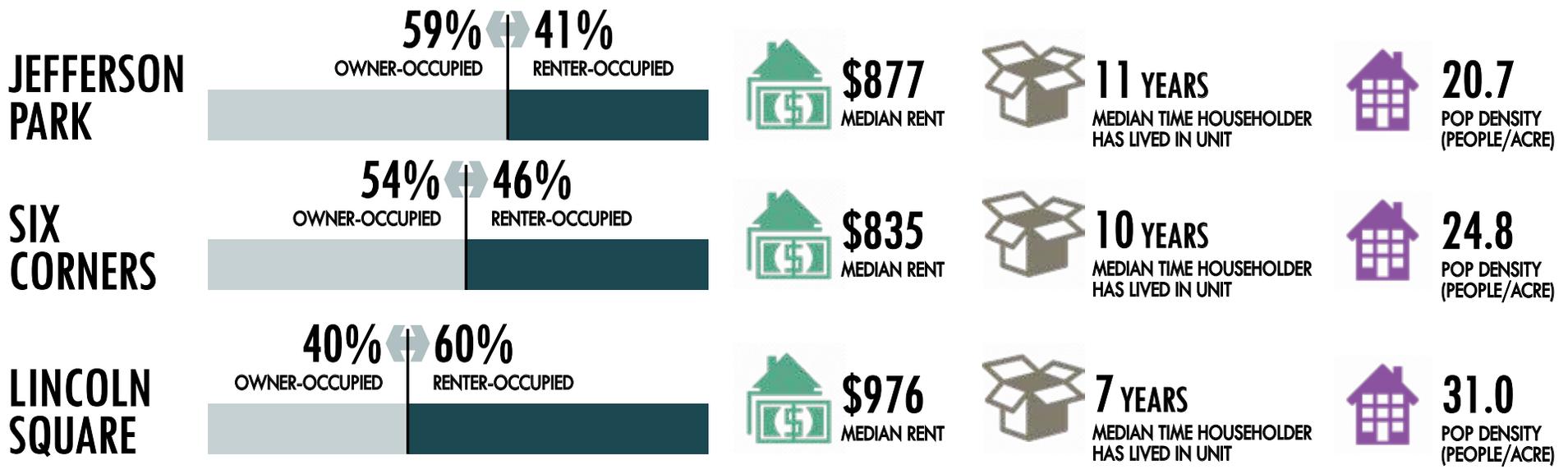
As shown in Figure 4.7, median home price for single-family homes has increased 9% from 2015 to 2017, while townhouse and condominium prices have increased 29% over the same period. Figure 4.8 shows that Jefferson Park is 59% owner-occupied and 41% renter-occupied, similar to Six Corners, but more than Lincoln Square and the city as a whole (44%). Rent costs are rising, with a median rent of \$877 in Jefferson Park.

According to the Woodstock Institute, the vacancy rate in Jefferson Park is just 4.1%, compared with 12.95% in Lincoln Square and 12.55% in Portage Park. This makes Jefferson Park a “very tight market,” putting increasing pressure on housing prices. Foreclosure filings have decreased from a peak of 206 in 2010 to 35 filings in 2015, with a slight up-tick to 51 filings in 2016. With prices up and foreclosures down, the market has shown signs for strong resales.

This plan calls for additional mixed-use residential development to provide housing opportunities for existing residents to stay in the community as well as new households who might like to move to Jefferson Park for its quality-of-life and convenience.

The goal of this plan is to provide guidance to ensure that new development and redevelopment in Jefferson Park is reflective of community input received throughout the planning process, while meeting the housing needs of the community.

Figure 4.8 | Comparison of Housing Data in Neighboring Communities



Source: American Community Survey, 2011-2016

Goal 1

Provide guidance and assistance (such as marketing, information on available resources, etc.) to retain existing and attract new local, small businesses.

Strategy 1.1 | Develop a coordinated marketing campaign.

Partners: Local businesses and landowners, 45th Ward, World Business Chicago, O'Hare - Area Hotels/Concierges
Resources: Marketing funds, National Trust Main Street Program

A Create marketing materials that can be used by the Chambers, businesses and local organizations to enhance visibility, and reposition Jeff Park as a destination with entertainment, restaurants, culture, parks and open space.

Currently, each business and local destination has its own marketing approach. This may be a mix of social media, advertisements, flyers, etc. Jeff Park has a strong identity associated with its residential areas, but does not have a distinct brand for the business district. A coordinated effort is needed with a messaging strategy to bring Jeff Park into the consciousness of Chicago diners and shoppers. This will need to include a brand promise to ensure that the experience measures up to the messaging.

During the planning process, the Access Jeff Park website was used to reinforce the connection between transportation and Jeff Park. Business leaders should come together to develop a common marketing strategy that includes a consistent set of materials that can be used across businesses, events and social media. This would include a brand promise – what Jeff Park can deliver – as well as a logo, tagline, colors, fonts and messaging strategies.

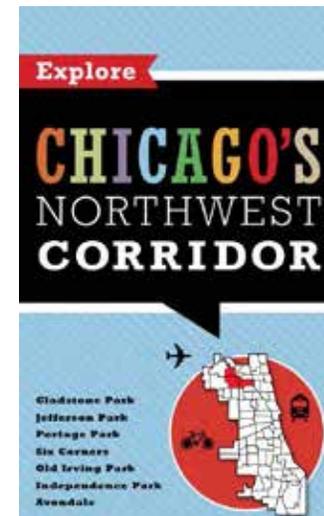
Local Audiences

Key to a marketing strategy is understanding the various audiences to target, which may vary by business and attraction but would include:

- **Local residents** from Jefferson Park, Gladstone Park and nearby neighborhoods.
- **Northwest Side** – With transportation networks of I-90, the Blue Line and Metra, Jeff Park is well positioned to attract residents and employees from other parts of the city.
- **Northwest Suburbs** – Similar to Northwest Side residents, tens of thousands of suburban commuters pass through Jeff Park each day.
- **Visitors at O'Hare and Rosemont** – Travelers staying in the O'Hare area often are looking for an authentic neighborhood experience. By working with hotel concierges, there can be quick wins by marketing events at Copernicus Center, Gift Theater and Ed Paschke Art Center and other local Jeff Park businesses and restaurants.



Existing banner in Jefferson Park (left) and banner from Belmont Cragin (right) which was the winning design of a contest among local high schoolers



One example of prior marketing efforts

Strategy 1.2 | Provide support services and business improvement grants for local businesses.

One of the most consistent pieces of feedback from local businesses is the need for support to navigate existing programs. It can be complex and time-consuming to find out what is available and how to get through the process.

Partners: DPD, Somercor, 45th Ward, Jefferson Park Chamber Resources: SBIF, RTA Community Planning, Program support for SSA feasibility study

A Promote SBIF funding to improve facades and provide assistance with building permits and other City services.

The Small Business Improvement Fund (SBIF) is a program that provides financial assistance to businesses that are making improvements to their property, such as new facades or renovation. The SBIF program has been highly successful in Jeff Park. Each time the program has been offered, all funds have been allocated to local businesses. The program should be offered on an annual basis and continue to be marketed to local businesses. The Alderman's Office currently provides support to access and navigate the program, which is administered by SomerCor on behalf of the City of Chicago.



B Conduct a feasibility study to create a Special Service Area to provide services to businesses and property owners including outreach to all property owners.

Special Service Areas (SSAs) provide a means for local businesses to pool resources to reinvest in a business district. An SSA is administered locally by a non-profit organization that provides program support. SSAs often lead local marketing campaigns, plan events, provide snow removal on sidewalks, empty trash and provide landscaping improvements and beautification within the SSA. The important element is that the money that is raised locally is governed by the SSA and must be spent within the SSA boundaries.

An exploratory outreach campaign should be conducted to provide education on what SSAs are, what the costs and benefits would be, and to determine local support for the creation of a district. While there was an unsuccessful effort in the past to create a SSA, the neighborhood has evolved in the past couple of years. SSAs have proven to be an effective, locally-controlled tool to advance the priorities that local businesses have while providing additional resources for business support and public space improvements within the business district.



Examples of services offered by SSAs: sidewalk snow removal and planters

LOCAL BUSINESS SPOTLIGHT

WESTON'S COFFEE & TAP

4872 N Milwaukee Ave.

Est. 2017

Weston's opened in the neighborhood in 2017. The shop offers coffee and espresso drinks, fresh sliced deli sandwiches, and rotating craft beers and wine. Located on Milwaukee Ave. directly across from the Transit Center, Weston's is on the way to or from work for many commuters.



Work with owners of the Gladstone Corners Shopping Center to improve landscaping and make the center more pedestrian-friendly.

Strategy 1.3 | Work with landlords and commercial property owners to improve landscaping, signage, access points, marketing, and sidewalk snow removal.

Local property owners and businesses can foster an improved environment along public rights-of-way as well as private commercial centers. Taken together, local business leadership can create a more pleasant experience for customers by encouraging a walking environment where people can park once and visit multiple locations.

Milwaukee Avenue and Northwest Highway north of Foster Avenue are home to several commercial centers and strip malls that were built for auto convenience. While parking and vehicle access is important for these businesses, improvements can be made to the centers to make them more attractive, walkable and up-to-date. Retail is evolving: shoppers are looking for more amenities, convenience and experiences that cannot be found online.

Partners: Gladstone Park Chamber, Jefferson Park Chamber, CDOT, BACP, 45th Ward
Resources: 45th Ward

A Assist businesses in acquiring public way use and sidewalk café permits.

Landscaping improvements and sidewalks cafés in the public right-of-way require City permits. In order to achieve the look and feel of the thriving business districts, a concerted effort is needed to work with businesses to improve their physical street presence. This can be done through mini design workshops and permit information sessions to make it easy for businesses to secure the permits they need for design improvements to items such as signage, lighting, canopies, awnings, banners, and marquees, as well as planters and sidewalk cafés.

B Work with commercial centers to improve landscaping and the pedestrian environment.

Commercial centers such as Gladstone Corners are key destinations to the area. Gladstone Corners is home to iconic businesses such as American Science and Surplus and Elly’s Pancake House, among others. Improvements in landscaping, signage, snow removal, and parking lot design can help make the center a place where people can park once and visit multiple businesses.

Strategy 1.4 | Upgrade the identity of Milwaukee Ave., Lawrence Avenue and Northwest Highway through banners and landscaping.

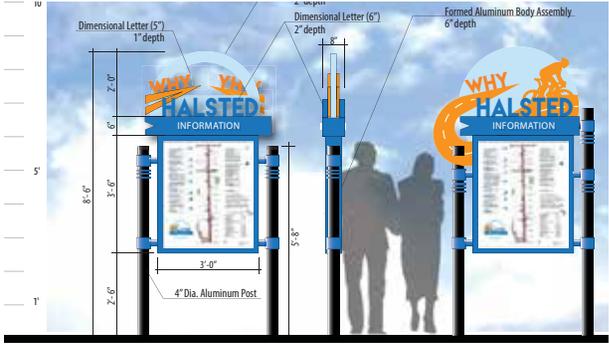
Central to an effective strategy is projecting an image of a strong business district that matches others in the City with well-maintained sidewalks, attractive lighting, banners, and a sense of arrival in the area.

Partners: CDOT, local businesses and landowners, local banks, local realtors
Resources: TIF, SSA, local businesses, banks and realtors

A Develop a detailed design suite for signage, banners and streetscape improvements for Milwaukee Avenue and Northwest Highway.

One of the first steps is to design a consistent suite of signs, banners and streetscape improvements. There should be one set for the Jefferson Park streets along Milwaukee Avenue between Foster Avenue and Sunnyside Avenue and another, complementary suite in Gladstone Park along Milwaukee Avenue and Northwest Highway between Berywn and Foster Avenue.

Example of a concept design for a wayfinding signage program (top); outdoor cafe seating in Lincoln Square (middle); and streetscaping enhancements in Edgebrook (bottom)



■ Goal 2

Attract and target a range of businesses that can fill vacant storefronts and serve residents, employees, and visitors.

Introduction

In the past, many businesses occupied storefronts in old homes and as their businesses expanded, they moved into buildings that offered larger floorplates and suburban-style parking lots. However, the changing face of retail points to smaller spaces that are well-positioned in pedestrian-friendly business districts and which offer a distinct shopping and entertainment experience.

Strategy 2.1 | Identify stores, restaurants, and businesses to fill vacant spaces.

Identifying the right businesses to fill vacant spaces, especially the small spaces along Milwaukee Avenue, will take time, patience and casting a wide net. Food, entertainment and miscellaneous retailers fit the retail targets for these spaces. New mixed-use developments will also offer opportunities for larger floor plates that could attract larger restaurants and neighborhood-scale general merchandise stores.

Partners: Jefferson Park Chamber, Jefferson Park Forward, Jefferson Park Neighborhood Association, Gladstone Park Chamber, Gladstone Park Neighborhood Association 45th Ward, World Business Chicago

Resources: SSA, Class 7a and 7b incentives, SBIF

A Create an inventory of empty retail spaces.

An online inventory of available commercial space is critical to make it easier for prospective businesses to know what is out there, whom to contact, and what the asking rents are. Making it easier to identify who controls available spaces, will improve the likelihood of new businesses opening in the area.

B Develop targeted campaigns to attract local, regional and national retailers, restaurants and businesses.

Once a comprehensive list of available spaces is assembled, a concerted campaign can be undertaken to identify, contact, and attract local, regional and national restaurants and retailers. Lenders tend to look more favorably on a project when at least some of the space is rented to national credit tenants, while local businesses provide the character that differentiates one district from another.

Efforts could include creating marketing sheets for larger sites, as well as the overall opportunities in Jefferson Park and Gladstone Park. Attending events such as those put on locally by International Council of Shopping Centers (ICSC) (i.e., the “Chicago Dealmaking” event held every year) and being active in local ICSC and networking events for chambers across Chicago are critical to getting the word out that Jefferson Park has an active business recruitment program. For larger sites, it is important to reach out to organizations such as World Business Chicago that might be working with larger office tenants that need access to both O’Hare and downtown, and want easy transit and highway access.

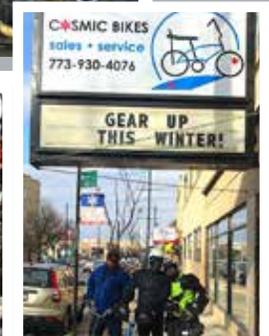
LOCAL BUSINESS SPOTLIGHT

COSMIC BIKES

4641 N Milwaukee Ave.

Est. 2016

Cosmic Bikes is a full-service bicycle and bike repair shop located halfway between Montrose and Lawrence on Milwaukee Avenue, conveniently situated on “Chicago’s Bicycle Highway.”



C Market cultural identity and build on existing business clusters.

As part of Jefferson Park's brand differentiation, there are several cultural institutions and events that bring people to the area and can be integral to a cross-marketing effort. These include: the Copernicus Center, Gift Theater, Ed Paschke Art Center, Jeff Park Fest, Fringe Fest, as well as iconic churches, bakeries and restaurants that draw people back on a regular basis. Cross-marketing among these different institutions and businesses is critical to re-frame the image of Jefferson Park as a business district that has work, live, and play opportunities for a wide clientele from young couples to families to seniors.

D Explore the use of Cook County Property Tax Incentives such as Class 7a, 7b, or 7c.

The Office of the Cook County Assessor offers several incentives that grant special reduced assessments to properties that meet certain criteria. The Class 7a, 7b, and 7c incentives have varying requirements but are generally intended to encourage commercial projects in areas determined to be "in need of commercial development" or to commercial projects that would not be economically feasible without assistance. Certain properties in Jefferson Park may be eligible and owners may wish to consider applying for these incentives. More information is available on the City's webpage on [Economic Development Incentives](#).

Strategy 2.2 | Foster the development of quality retail spaces on both sides of major commercial streets (Milwaukee, Lawrence, Lipps).

One of Jefferson Park's challenges stems from physical gaps along the major streets. Underused private parking lots, vacant buildings and land, and infrastructure such as the viaducts under I-90 and Metra create barriers to a pedestrian-friendly environment.

This can be addressed by:

- Working with landlords to encourage basic renovations of vacant storefronts so that they are ready to be marketed
- Improving vacant lots, buildings, or large curb cuts by adding amenities nearby such as landscaping and public art
- Supporting infill development that has modern retail spaces on the ground floor

Partners: DPD, 45th Ward, Jefferson Park Chamber, Gladstone Park Chamber, property owners
Resources: Available spaces database



Empty storefronts (left) and underutilized sites (right) can be repurposed or redeveloped using the Design Guidelines described in Chapter 6.

A Utilize design guidelines to attract developments that create a continuous business district along Milwaukee Avenue and Lawrence Avenue.

As discussed in the Community Character and Design Guidelines chapters of this plan, Jefferson Park has opportunities for new development within one to two blocks of the Transit Center which most major transit centers do not have. Development of vacant parcels, along with sensitive reuse of older structures, can result in a significant improvement of space for entertainment, retail and restaurant uses. New residential units will have the potential to bring in new customers and mixed-use buildings can also provide parking that can be used for customers and transit riders.

B Focus on areas with major gaps, such as along Milwaukee Ave. between Giddings and Leland.

Filling in these vacant spaces with new development that meets the Design Guidelines can provide opportunities for new ground floor retail space and housing above (for example, the drive-through bank on the east side of Milwaukee Avenue between Giddings and Leland).





The Copernicus Center, the Gift Theater, and the Paschke Art Center are all cultural destinations in Jefferson Park.

■ Goal 3

Support new development of entertainment, restaurants, and cultural destinations in Jefferson Park.

Introduction

Jefferson Park has the opportunity to expand on entertainment, restaurant and cultural uses, based on its location and current base of attractions.

Strategy 3.1 | Find opportunities to attract additional entertainment and visitors and support existing cultural institutions.

Entertainment and cultural institutions bring people and jobs to the community. There has been a recent trend for entertainment and culture to seek out more genuine and convenient locations like Jefferson Park, which offers lower housing rent options, less expensive parking and accessible locations for transit riders and drivers.

Partners: Paschke Art Center, Gift Theater, Copernicus Center, DCASE, 45th Ward, property owners

Resources: Available spaces database

A Support the expansion of Paschke Art Center and Gift Theatre.

There are opportunities to support the expansion of both the Paschke Art Center and the Gift Theatre, both of which are looking for additional space. With the right reuse of properties and/or new development, quality space can be provided for these institutions.

B Expand events in the Copernicus Center and other local venues in Jeff Park through strategic partnerships.

Jefferson Park has an existing hub of cultural institutions. Each entity can continue to benefit from this by seeking opportunities to partner for events, festivals, and marketing efforts.

C Attract additional entertainment uses that can serve as anchors to the community.

The Paschke Art Center and the Gift Theatre can become the base for attracting additional cultural institutions and entertainment venues, such as a movie theater, photography museum, additional live theater, private galleries, workshops that are open to the public, a brewery/restaurant, and sports-related venues (e.g. practice facilities). More artwork in public spaces can also help to reinforce a vibrant atmosphere. The combination of activities and public art would make Jefferson Park more of a destination than it is currently.



Strategy 3.2 | Explore the development of live-work spaces and co-working opportunities.

Jefferson Park has always been home to a wide variety of trades, businesses, and entrepreneurs. In the past that might have been a trade, travel agent or hairdresser working on the side out of their home. Today, that might be a tech entrepreneur, creative artist, graphic designer or caterer. As the economy changes, more people than ever are working out of their home or looking for small spaces close to home to run their business efficiently and conveniently, while avoiding a long commute to a downtown office with expensive rent.

Partners: DPD, 45th Ward, National Trust, landowners and proposed developments

A Market sites for live-work and co-working spaces.

Redevelopment efforts, either of existing, older buildings, or new development, should consider offering live-work spaces, co-working or incubator spaces for small businesses. The wealth of talent among neighborhood residents looking for convenience, affordable rents, and a cluster of activities would provide ready-demand to fill these spaces. Shared services and amenities should also be considered such as affordable fiber broadband access, health club, shared common open space for meetings and events, and even joint marketing efforts.

B Investigate proper zoning to support such uses.

Chicago has B Districts that allow for either commercial or residential uses on the ground floor. Developers should work with the City of Chicago to determine the proper zoning that would allow live-work spaces.

Strategy 3.3 | Attract creative industries, startups, and small businesses to flexible work spaces.

Partners: 45th Ward, Jefferson Park Chamber, landowners and proposed developments

A Create marketing linkages between local businesses and arts and cultural institutions to draw in creative businesses and develop a cultural/creative hub of activity.

In order to support efforts to attract creative industries, tech industry, and entrepreneurs to Jefferson Park, efforts can be taken to market linkages between local cultural institutions and the national and international talent of Chicago's cultural economy, whether that's Gift Theatre's connections to Steppenwolf Theater, Paschke Art Center's link to both private and public museums across Chicago and around the world, or Copernicus' outreach to Polish and other ethnic institutions across the region.



Examples of live-work spaces in Logan Square, Chicago and in Evanston, Illinois



There are a variety of housing types throughout Jefferson Park, from single-family to two- and three-flats, to multi-family housing.

■ Goal 4

Continue to provide a range of housing options to add vitality to the neighborhood and to accommodate people of all ages and at various stages of their lives.

Introduction

Jefferson Park's convenient location, strong neighborhood assets, and range of housing stock has supported generations of Chicagoans for decades, from first- or second-generation immigrants moving to Chicago for the first time, to long-standing families who have raised their children and grandchildren in the community. New development should continue this tradition and offer a variety of housing options.

Strategy 4.1 | Build on the variety of housing to support economic development.

Well-designed residential uses can reinforce the legacy of Jefferson Park's housing mix and provide new opportunities for longtime residents. For example, new multi-family housing can serve young adults who were raised in the community and are looking for a modern space of their own, empty-nesters who want the convenience of Jefferson Park but no longer want to take care of a 100-year old bungalow, or seniors who want to age in place and stay close to family and friends. This residential base, as it evolves with both old and new households, will sustain the reinvestment in the business core of Jefferson Park.

Current trends support mixed-use development for people looking to rent or buy a home convenient to transportation and neighborhood amenities. It is critical that this growth is guided in a way that

improves amenities for and reflects the goals of the neighborhood. This can be done through proper design guidelines and neighborhood partnerships that result in a cohesive and connected community.

Partners: DPD, 45th Ward, local realtors

Resources: Private development resources for family and senior housing

A Follow design guidelines to provide new housing along commercial streets to add vitality and patrons for local stores and restaurants.

The design guidelines in this plan offer a roadmap for residential and mixed-use development that responds to the character of Jefferson Park – from making sure there are first-floor active uses, to entrances that face the street, to cornices that match neighboring properties. Quality design matters and needs to include amenities for the community, such as shared parking, improved landscaping, reduced stormwater, bike racks, and common outdoor spaces.

B Identify opportunities for senior housing, especially active adult housing, so that long-time residents can stay in the community.

Senior housing is no longer just assisted living and nursing care. There is a wide range of housing needed and in demand for adults aged 55 and over. This ranges from flats to active adult housing to independent living to a variety of high-amenity living environments. Providing this range of housing is one of the strongest elements of the current housing market and is likely to stay that way for years as Baby Boomers retire. As older adults are able to find new housing in the community, that frees up single-family homes for younger families and allows seniors to remain close to their friends, families, and activities that they participate in, such as Polish dance in the Copernicus Center to the Jefferson Masonic Association.

Strategy 4.2 | Foster a sense of community across the residential population in Jefferson Park.

The pride of Jefferson Park can be found on any residential street corner. From tidy bungalows, well-kept two- and three-flats, and small apartment buildings, Jefferson Park is home to a variety of housing types, all of which contribute to the sense of community. New development pressures have caused concern among a variety of long-time and newer residents, and a sense of change is difficult in many neighborhoods. But the revival of Copernicus, openings of new businesses along Milwaukee, and the renewed market interest in Jefferson Park means there is a chance to harness this energy into building a new revived and energized sense of community in Jefferson Park.

Throughout the planning process, not everyone agreed on every issue. However, there is a common understanding in which people can form consensus to move forward on projects that will benefit the community.

Partners: JPNA, GPNA, JPF, Jefferson Park Chamber, 45th Ward, Gladstone Park Chamber, local businesses, banks and realtors, Copernicus Center, Paschke Arts Center, Gift Theater
Resources: 45th Ward, private grants, local Chambers, local businesses, banks and realtors

A Connect residents to volunteer efforts and events that bring people together from a variety of backgrounds.

Whether it is the Sunday Market, Taste of Polonia, Jeff Fest, or Gladstone Park's Throwback Music Festival, local volunteers are manning information booths, food tents, and other activities. This spirit is the heart of Jefferson Park and is found at all events, large and small.

Through this civic spirit there is the opportunity to reach out to new and old residents alike, connecting them to ways to get involved in the community, meet their neighbors and contribute back to the community.

B Organize new events such as house tours, community garden days, neighborhood clean-ups, and block parties to build relationships between longtime residents and newer residents.

The civic community of Jefferson Park and Gladstone Park are already heavily involved in a variety of beautification efforts, such as the community garden at Ainslie and Laramie and the planters and banners that have been installed in recent years.

A common listing of ways to get involved across organizations should be developed as an online tool, whether through a new website or a social media campaign. While each organization has its own events and activities, creating a common online presence that links back to each organization will lead to a greater pool of volunteers, better coordination, and an appreciation of the hard work and efforts that each organization contributes to the betterment of the entire community.



that exist across Jefferson Park, from people renting



Examples of the variety of housing stock in Jefferson Park



Existing community events attract a wide range of residents.

Transportation



Vision: Jefferson Park is widely known as the “Gateway to Chicago”, due to its prime location and easy accessibility to CTA, Metra, Pace, the interstate system, and O’Hare International Airport. Residents and visitors appreciate how they can easily get around inside the neighborhood—by walking, biking, or other modes—while also having easy access by car or transit to destinations outside of Jeff Park.

Current residents of Jeff Park are already aware of their community’s excellent access to all transportation modes. Currently, CTA is preparing for major renovation and improvements to the rail station and bus terminal at the Jefferson Park Transit Center.

The upgrades, which began in summer of 2018 and are scheduled for completion in mid-2019, include:

- A new bus terminal and bus boarding areas that are ADA compliant with wider loading islands and audio assistance,
- Improved wayfinding signage and digital displays for both bus and train passengers,
- Modern, updated bus and train canopies, new LED lighting, newly refinished platform surfaces and new exterior paint, and
- Architectural and art enhancements that improve the aesthetics of the terminal and contribute to the identity of Jeff Park.

To complement these improvements, it is important that transportation infrastructure—be it for pedestrians, bicyclists, or cars—in the rest of Jefferson Park is upgraded and enhanced as well. Residents throughout the planning process have discussed the need to increase safety at key, high-crash locations and to enhance the overall pedestrian environment. Additionally, vehicular traffic congestion can also be an issue during peak travel hours. Opportunities to create shared parking was rated as a top priority by residents and businesses as well. Through careful planning and design, street network improvements, multi-use parking, and new public spaces can enhance accessibility and economic viability in Jefferson Park . (See Figure 5.2)

When it is safe, pleasant, and convenient to walk, bike, and drive throughout Jeff Park, the neighborhood will be able to reach a greater potential to support the types of activities identified by residents. Whether that is filling the storefronts on Milwaukee Avenue or creating a safer path from residential streets to the Transit Center, transportation improvements are fundamental.



*Proposed artist rendering of new Jefferson Park bus terminal
Image source: TransitChicago.com*

1) With excellent access to both transit and major highways, Jefferson Park's location is a leading community asset that can position the neighborhood as the ideal place to work, play, and live.

Outside of O'Hare, Jefferson Park is the most important transit hub in Chicago's northwest side. With such assets as the CTA Blue Line, the Metra Union Pacific Northwest Line, the I-90 Kennedy Expressway, and twelve bus routes, Jeff Park has an unusually rich range of transportation options. These options are soon expanding, as the Pace Pulse Milwaukee Line is expected to come online in late 2018. Pace Pulse is a new bus line that will provide arterial rapid transit from the Jefferson Park Terminal to the Golf Mill Shopping Center in Niles. It will share the terminal with CTA and other existing Pace buses and will complement, not replace, existing bus services.

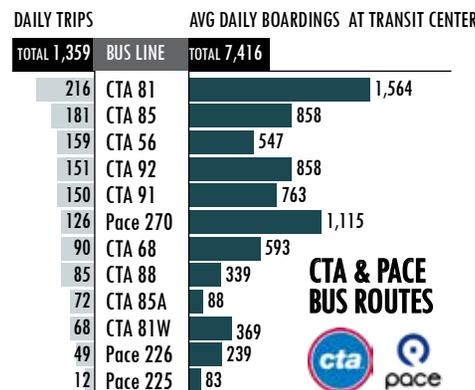
Pace and CTA have also recently concluded the North Shore Coordination Plan, which calls for restructuring several regular bus routes which terminate or serve nearby the Jefferson Park Transportation Center. One new route that has been proposed would operate out of the terminal and would run express on the newly created Bus-on-Shoulder lanes on I-94 to downtown Skokie, Old Orchard Mall, and the Skokie Courthouse. Another route (Pace Route 215) would be realigned to serve the terminal and would provide new connections to Chicago neighborhoods and Lincolnwood. Finally, service on Route 225 is planned for expansion to operate all-day, bi-directional service to the Village Crossing shopping area of Niles and Howard Street industrial area.



7,102 'L' BOARDINGS
RIDERSHIP ON A TYPICAL WEEKDAY IN 2016 AT JEFFERSON PARK, WHICH RANKS THIRD HIGHEST OUTSIDE THE LOOP ALONG THE CTA BLUE LINE



656 BOARDINGS
RIDERSHIP ON A TYPICAL WEEKDAY IN 2016 AT JEFFERSON PARK, WHICH RANKS FOURTH OF SEVEN STATIONS IN THE CITY ALONG THE METRA UP-NW LINE



Source: CTA GTFS/Scheduled Service Data, 2017 (Daily Trips); CTA Stop Level Bus Ridership, August through October 2016 (Avg. Boardings)



View looking northwest over I-90 from Ainslie Street (top); Jefferson Park Metra platform (middle); Jefferson Park Transit Center sign (bottom)



Milwaukee Ave. facing southeast near Higgins Ave. (top); new pedestrian island in front of the Transit Center (middle); pedestrians crossing at Higgins crosswalk (bottom)

2) There is a need and desire to improve walkability and pedestrian safety in the area.

A survey of almost 1,000 residents, showed that 70% of respondents ranked pedestrian crossings as a high priority for the Jefferson Park Station Area, followed by improving staircases and viaducts, enhancing walkability, and improving landscaping and greenery. These all relate to problems with the current pedestrian experience.

First, all travel modes are affected by the barriers of I-90 and the Union Pacific railroad cutting through the neighborhood. This is especially relevant for those trying to access the Transit Center; customers from the north must choose from indirect routes such as Ainslie Street or cutting through the Metra Station platform.

There are also safety issues that limit the attractiveness of walking. While sidewalks are consistently provided throughout the Study Area, safe opportunities to cross major roadways are not. Figure 5.1 shows the three largest gaps between safe pedestrian crossing opportunities.

1. Milwaukee Ave. from Foster to Gale (2,150 ft.)
2. Higgins Rd. from Linder to Milwaukee (940 ft.)
3. Milwaukee Ave. from Giddings to Laramie (750 ft.)

The Chicago Department of Transportation (CDOT) has plans to remedy some of these issues. Their planned Milwaukee Avenue Streetscape Improvements will create a new marked crosswalk at Foster Avenue (South), which will reduce the length of Gap #1 to approximately 1,700 ft. Recent improvements include a new marked crosswalk and pedestrian median at the entrance of the Transit Center, which were installed in 2017, making accessing the station from the west much safer.

Even where pedestrian access exists, the pedestrian facilities do not always feel safe and inviting. Pedestrian underpasses and overpasses that allow pedestrians to cross underneath or above viaducts are deteriorated and difficult to access, with the exception of Ainslie which is well lit, has public art and is a comfortable passage for pedestrians and bicyclists.

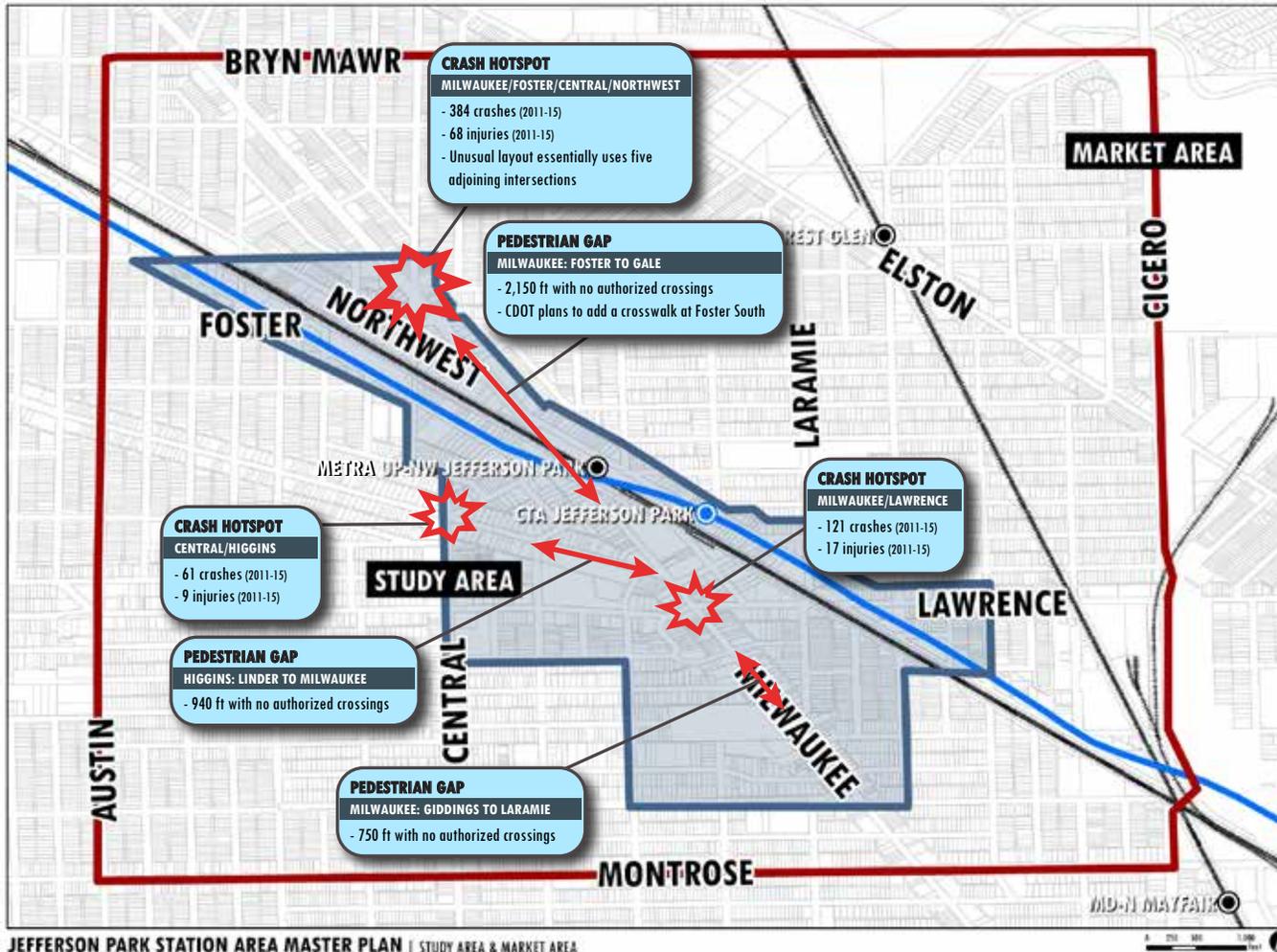
Another element missing from Jefferson Park's pedestrian infrastructure is wayfinding signage. Signs that provide information specific to the Transit Center (where to locate Metra, CTA, or Pace) and more general information about local destinations—such as the Park, Copernicus Center, restaurants, etc.—can help visitors and Transit Center users understand the area better, which will make them more likely to spend time and money in the neighborhood.

In 2018, RTA has budgeted for new wayfinding signs at the Transit Center to display information about CTA, Metra, and Pace services.

For Jeff Park to be a bustling and successful community and business district, walking needs to be not only safe, but desirable. With more foot traffic, neighborhoods become safer and retail environments thrive.

Figure 5.1 | Transportation Challenges Throughout Study Area

CHALLENGES LOCATED WITHIN STUDY AREA



CHALLENGES THROUGHOUT STUDY AREA

- ICYCLISTS ON SIDEWALKS**

 - Conflicts between cyclists and pedestrians along Milwaukee Ave where bike lanes are absent
 - CDOT considers Milwaukee Ave a “spoke route” of the Chicago bicycling network
- NO OFFICIAL PICK-UP/DROP-OFF SPACE**

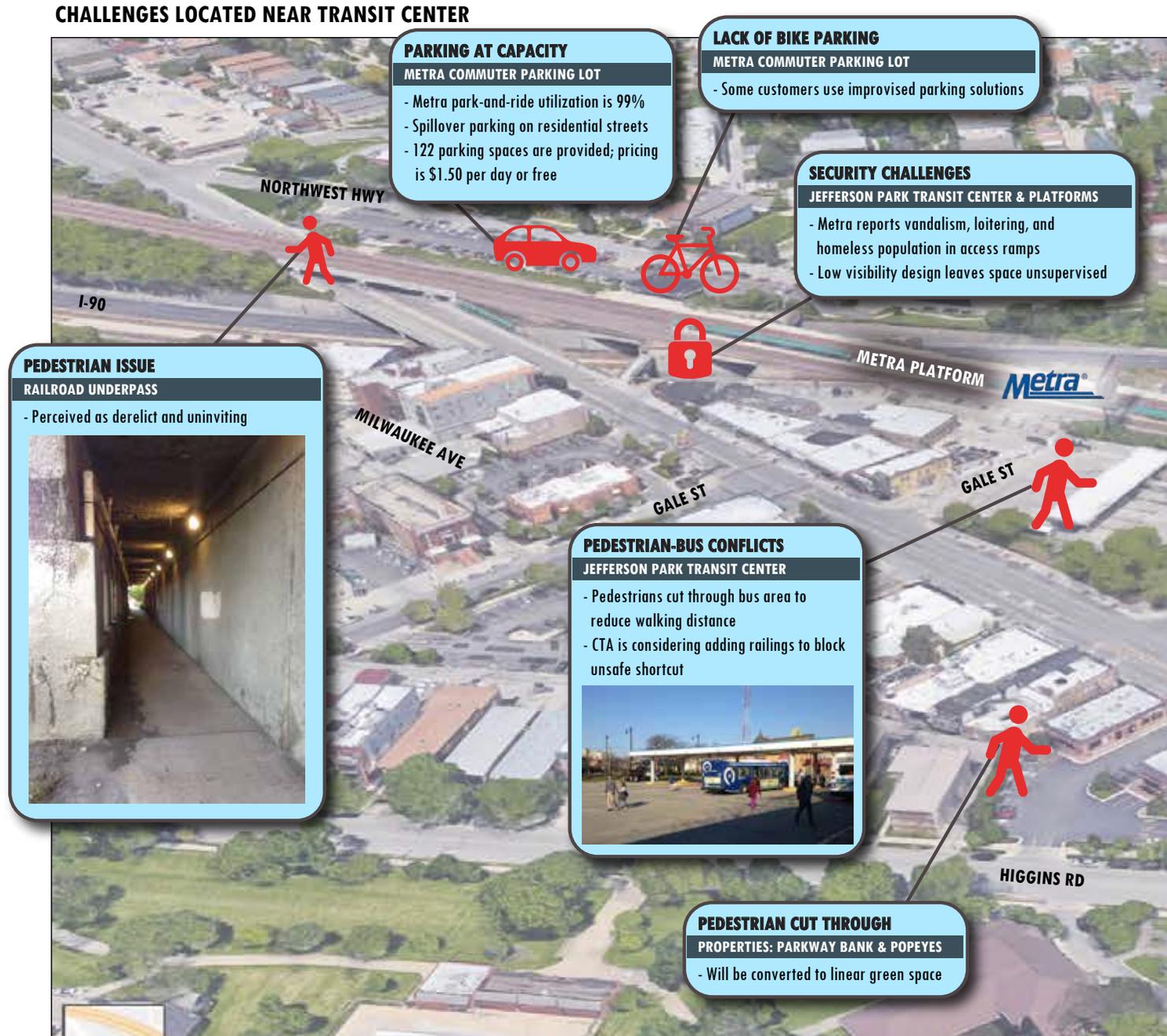
 - Without a designated location, pick-up and drop-off activity occurs in unsafe places (blocking traffic or in the bus terminal)
 - Also unclear where Lyft/Uber should operate
- ACCESS NORTH OF TRANSIT CENTER**

 - I-90 and Union Pacific Railroad create a community barrier
 - Northern access to CTA trains is indirect - walk south to Ainslie or cut through Metra platform
- BUS TERMINAL DESIGN**

 - Dual function as CTA’s second-busiest bus terminal and also entrance to Jefferson Park
 - Desire for green space or retail activity to enhance experience
 - CTA plans to refurbish terminal, including new canopies, public art, replaced pavement, and wider accessible platforms
- INSUFFICIENT WAYFINDING**

 - Insufficient signage to locate different transit options and station entrances
 - RTA may address station wayfinding through its Interagency Signage program
 - Customers also desire real-time departure information

Figure 5.2 | Jefferson Park Transportation Challenges





AUTO/BUS CONFLICTS
JEFFERSON PARK TRANSIT CENTER
 - Some customer drop-off and pick-up activity occurs in bus terminal—this interferes with bus operations
 - Need for designated kiss-n-ride locations

BIKE PARKING ISSUES
JEFFERSON PARK TRANSIT CENTER
 - Elevated parking is difficult to use
 - Screening may facilitate theft and vandalism
 - CTA addressing bike parking as part of terminal renovations



CRASH HOTSPOT
MILWAUKEE/HIGGINS
 - 73 crashes (2011-15)
 - 10 injuries (2011-15)

Image Source: Google Maps

3) From crash data and input from residents, it is clear that safety improvements for all modes throughout the Study Area are greatly needed.

Even more important than creating a pedestrian environment that feels pleasant is making sure that users of all modes are able to travel safely throughout the station area. Some of Jeff Park's greatest safety issues include certain high-crash locations, conflicts between the many different transportation modes using the area, a lack of a designated pick-up/drop-off point near the Transit Center, and vandalism and loitering near/inside the station.

Figure 5.3 lists the intersections with the most crashes from 2011-2015. These shed light on one of the challenges of the area's many diagonal streets, as they create unusual intersection layouts that can result in crash hot spots. These locations also happen to be in some of Jeff Park's main activity hubs, which underlines the importance of needed safety improvements.

While crashes and injuries represent the worst case scenario, there are also issues with residents not feeling safe while walking or biking through the neighborhood, and vice versa with drivers—of both cars and CTA/Pace buses—citing areas where it is difficult to feel comfortable driving. These conflicts can be resolved through dedicated pedestrian and bicycle infrastructure, which helps to demarcate space for cars versus space for other travel modes. CDOT has recently been making significant progress towards these initiatives in Jeff Park.

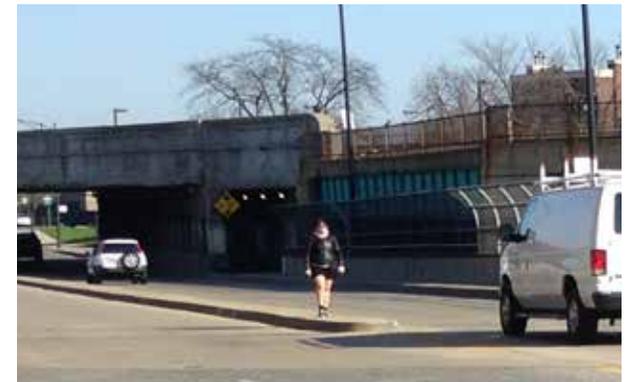
These safety concerns become major barriers for residents and visitors, and make people less likely to want to explore the neighborhood and visit local destinations.

Some available resources for funding infrastructure projects include:

- CDOT General Funding
- [Congestion Mitigation & Air Quality Improvement Program \(CMAQ\)](#)
- Tax Increment Financing (TIF)
- [Transportation Alternatives Program \(TAP\)](#)
- [RTA Access to Transit](#)
- Other resources identified in the Implementation Chapter.

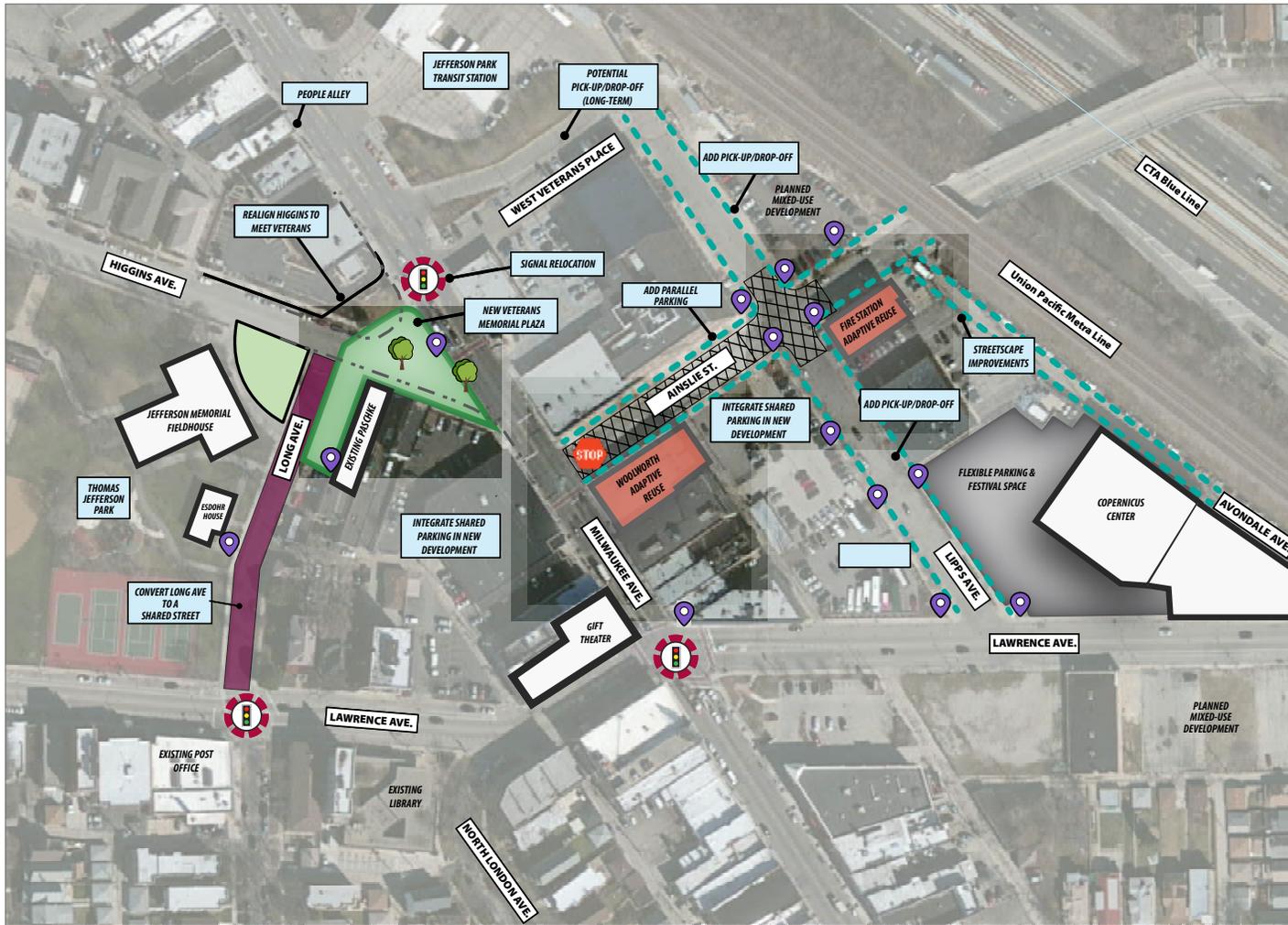
Figure 5.3 | Top Crash Hot spots in Study Area, 2011-2015

	CRASHES	INJURIES
MILWAUKEE/FOSTER/CENTRAL/NORTHWEST	384	68
MILWAUKEE/LAWRENCE	121	17
MILWAUKEE/HIGGINS	73	10
HIGGINS/CENTRAL	61	9



Examples of unfriendly pedestrian environments: pedestrian crossing Milwaukee near where it meets I-90 (top), path from Transit Center to Milwaukee Avenue (middle), intersection of Milwaukee/Foster/Central (bottom)

Figure 5.4 | Overview of Streetscape, Transportation, and Open Space Opportunities



Streetscape, Transportation & Open Space Opportunities

Traffic Calming & Placemaking Improvements (Ainslie Street)

- Enhanced Crossings
- Add Parallel Parking
- Decorative Treatments
- Pedestrian-Oriented Lighting

Shared Street (Long Ave)

- Shared by pedestrians, cars, and bicyclists
- Traffic calming measures
- Bollards
- Minimized curbs
- Stormwater features
- Permeable pavers

Signalized Intersection Improvements

- Improved Crosswalks
- Pedestrian Countdown Timers

Wayfinding Feature

- Public Art/Sculpture
- Lighting Features

Pedestrian Plaza

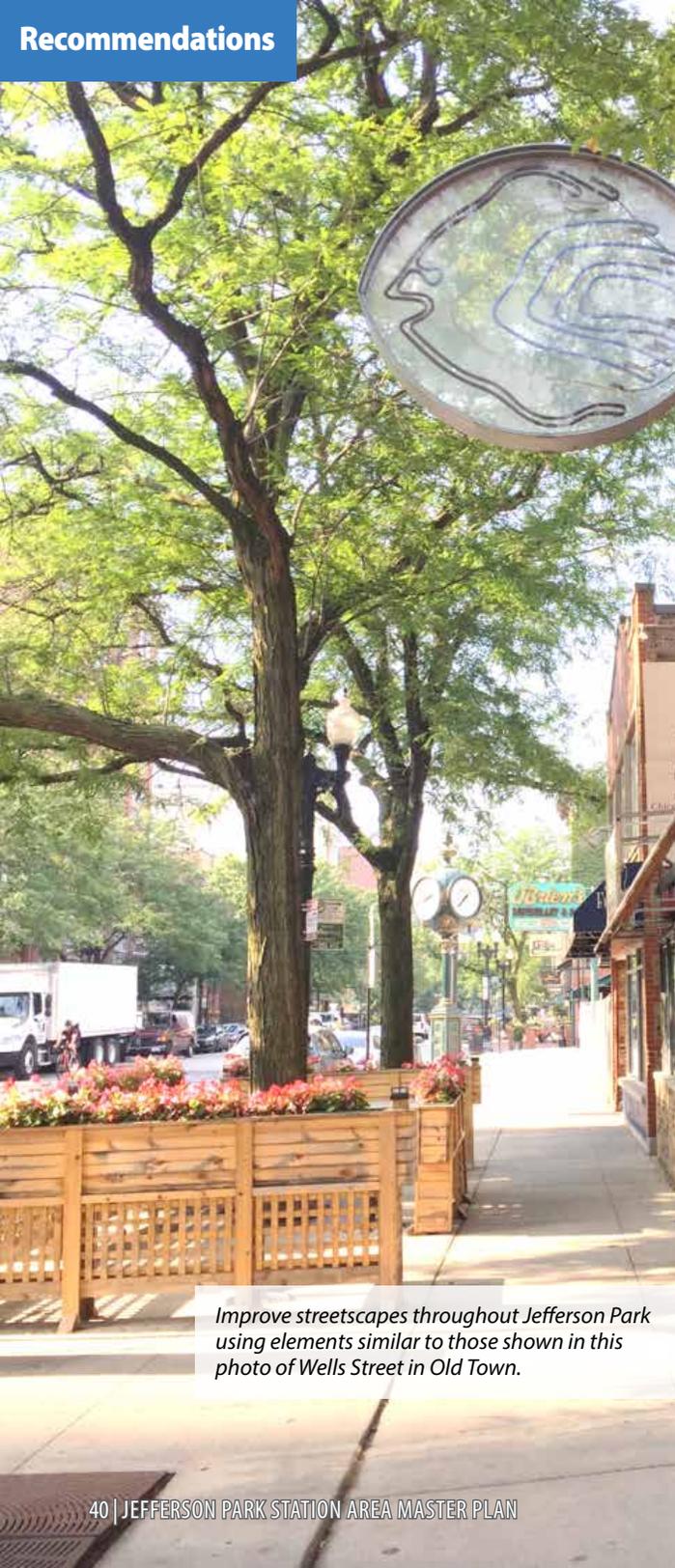
- Outdoor Cafe Seating
- Landscape Plantings
- Programmed Events
- Lighting
- Public Art

Sidewalk Streetscape Enhancements

- Cafe Seating
- Inground Planters with Options for Rain Gardens
- Lighting
- Benches
- Bike Racks
- Planters Pots
- Trash/Recycling Receptacles

Streetscape, Transportation & Open Space Opportunities





Improve streetscapes throughout Jefferson Park using elements similar to those shown in this photo of Wells Street in Old Town.

Goal 1

Improve walkability along key streets in the station area.

Strategy 1.1 | Beautify streetscapes and improve walkability along Milwaukee Ave., Ainslie St., Lipps Ave., Avondale Ave., and Milwaukee Ave./Northwest Hwy. north of I-90.

Partners: CDOT, Jefferson Park Chamber, Gladstone Park Chamber, 45th Ward
Resources: TIF, CDOT, private development sources, SSA

A Improve streetscapes on Milwaukee Avenue including sidewalk amenities like planters, banners, and wayfinding signage.

Streetscape improvements that demarcate space for distinct modes can help to make streets more comfortable and safe for all users. When pedestrians have proper crosswalks, well-maintained sidewalks, and street amenities like planters, banners, and wayfinding signage, they are more likely to want to walk through Jeff Park and, in doing so, will cross at safer locations to avoid conflicts with drivers. Recently, the station area has seen improvements with the installation of textured crosswalk treatments and new decorative street lighting along Milwaukee. Figure 5.6 provides recommendations for each street segment.

B Redesign Ainslie Street with parallel parking on the north side as a traffic calming measure, pedestrian oriented lighting and decorative treatments.

With two new mixed-use developments planned for the intersection of Ainslie and Lipps, the intersection will soon be a hub of pedestrian activity. Currently a wide street framed by two large blank walls, new decorative treatments and pedestrian-oriented lighting could go a long way in making the area feel more inviting and active. Vehicles tend to speed down this street and use it to avoid Milwaukee or Lawrence. Adding parallel parking to the north side of Ainslie between Lipps and Milwaukee could serve to calm traffic and enhance the pedestrian experience. Shared street treatments—such as those recommended for Long Avenue (Strategy 4.2)—could be considered and studied for Ainslie Street as well. See Figure 5.5 for more details.



Consider including additional on-street parking

C Add outdoor cafés, lighting features, and public art to Lipps Avenue.

Today, Lipps Avenue can feel desolate, with two parking lots on the southwest side of the street and only two small buildings surrounded by parking lots on the southeast. Adaptive reuse for the currently vacant firehouse is being considered. To build upon this development, streetscape improvements and features such as outdoor cafés, unique lighting, and public art can activate the intersection and the street (Figure 5.5).

D Redesign and rebuild Avondale Avenue as a one-way street with a new sidewalk and streetscape enhancements.

Avondale Avenue currently functions as a quasi-alley. Locals know it as a good spot to find free parking, but it is an otherwise unpleasant space. This low-volume street could be redesigned and rebuilt to be one-way heading north for vehicles, with a new sidewalk on the southwest side of the street and streetscape enhancements. Parking on the northeast side of the street would remain, and the improvements would allow Avondale to become a pleasant route for pedestrians heading to and from the Transit Center.



Photo location map

Strategy 1.2 | Make the Milwaukee Avenue railroad underpass and the pedestrian walkway at the Metra Station more welcoming.

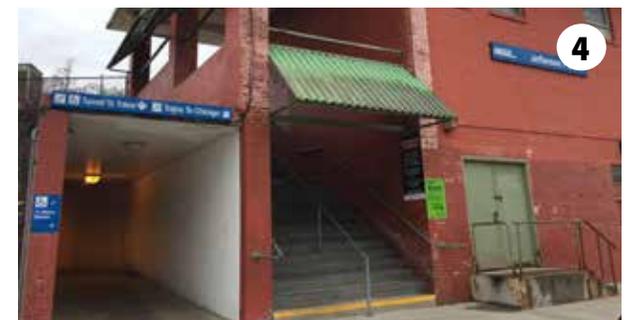
Partners: Union Pacific, CDOT, Metra, 45th Ward
Resources: RTA Access to Transit Program (for short-term solutions), TIF and Congestion Mitigation and Air Quality Improvement Program (CMAQ), TAP (for long-term solutions)

A Design short-term solutions such as murals, lighting treatments and improved maintenance.

Work with the UP Railroad company – the owner of the nearby underpasses in the area – to consider the implementation of projects that improve the maintenance and safety of these areas, such as new lighting features and the addition of murals that enhance the appearance of these areas.

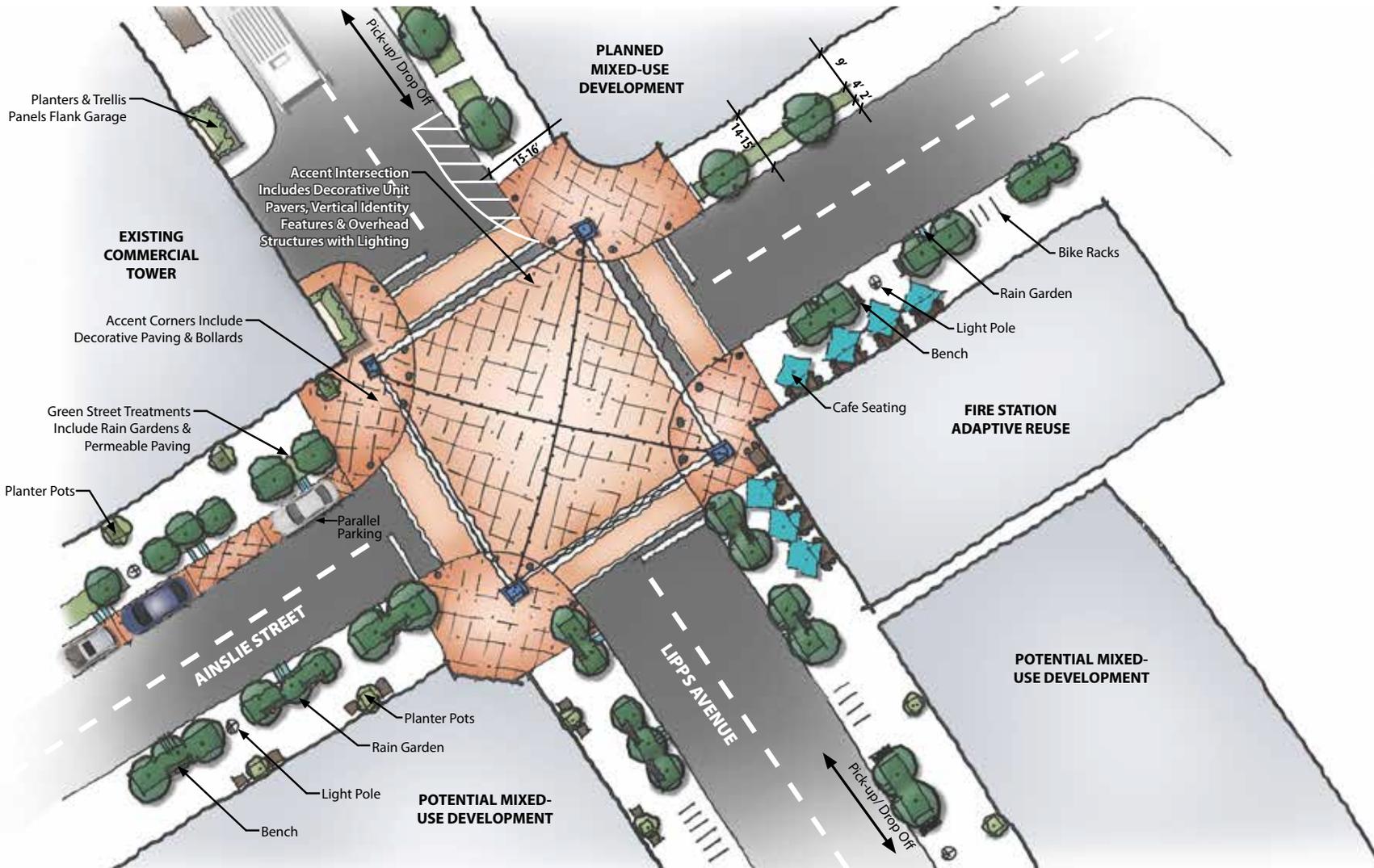
B Develop a plan and determine costs for long-term solutions for infrastructure improvements at the Milwaukee Avenue railroad underpass and pedestrian walkway at the Metra Station.

Transforming the Union Pacific underpasses will involve major infrastructure improvements. Any substantial enhancements should be planned in coordination with residents and the applicable agencies (Union Pacific, City of Chicago, 45th Ward, Metra, and CDOT).



From top to bottom: Vacant buildings on Lipps Ave.; on-street unregulated parking on Avondale Ave.; Milwaukee Avenue viaduct; pedestrian tunnel and access to Metra station

Figure 5.5 | Streetscape Concept for Intersection of Ainslie Street and Lipps Avenue



Streetscape Concept: Ainslie St. and Lipps Ave. Intersection

Jefferson Park Station Area Master Plan

Infrastructure improvements depend on available resources and will require further study and coordination.



Figure 5.6 | Suggested Streetscape Improvements by Street Segment

STREET SEGMENT	IMPROVEMENT
1 MILWAUKEE AVENUE (South of I-90 to Sunnyside Avenue)	Outdoor seating, wayfinding signage, planters, bike racks, commissioned/ temporary public art
2 MILWAUKEE AVENUE/NORTHWEST HIGHWAY (North of I-90 to Berwyn Avenue)	Gateway features, new sidewalks, wayfinding signage, planters, bike racks, decorative lighting
3 AINSLIE STREET (Milwaukee Avenue to I-90)	Crosswalk/intersection treatments, bike racks, outdoor seating, planters, decorative lighting
4 LIPPS AVENUE (Transit Center to Lawrence Avenue)	Public artwork, decorative lighting, street furniture, outdoor cafés, wayfinding signage
5 AVONDALE AVENUE (Ainslie Street to Lawrence Avenue)	Wayfinding features near Lawrence/Avondale, new sidewalk and landscaping along southwest side of the street



Infrastructure improvements depend on available resources and will require further study and coordination.



Examples of streetscape features: Lincoln Square (left), Old Town (middle), Six Corners (right)



■ Goal 2 Improve access from the neighborhood to the Transit Center for all users.

Strategy 2.1 | Dedicate space for pick-up/drop-off outside the Jefferson Park Station.

*Partners: CDOT, CTA, RTA
Resources: RTA Access to Transit Program*

- A** Establish areas on Lipps Avenue—north and south of Ainslie Street, on the east side of the street—that can be used for pick-up and drop-off of Transit Center users.

Lipps Avenue is heavily trafficked by buses heading into the Transit Center, but nonetheless often used by vehicles parked illegally to pick-up or drop off users of the Transit Center. Designating Kiss-n-Ride spaces in two different locations along Lipps can improve traffic, as cars currently double park in unsafe spots to wait for passengers. These locations accommodate drivers who want to head north or south on Milwaukee after picking-up or dropping off passengers.



Image for illustrative purposes only.
Proposed pick-up/drop-off space along Lipps Avenue, north of Ainslie Street and just south of the Transit Center

Strategy 2.2 | Improve signage around the Transit Center.

*Partners: CDOT, Jefferson Park Chamber, local businesses and landowners, RTA
Resources: RTA Access to Transit Program*

- A** Add Interagency Signage inside the Transit Center.

Those not familiar with the Jefferson Park Transit Center might find it confusing to navigate between Metra, CTA, and Pace. The RTA is currently working on interagency transit transfer and accessibility signage for the Jeff Park station. Bid release is anticipated for summer 2018 and installation is planned to occur in summer 2019.

- B** Add signs directing users to Transit Center from Lawrence and Lipps, Lawrence and LeClaire, and Jefferson Park.

While the Transit Center is one of Jeff Park's most important community assets, visitors and those not familiar with the area might not know how to get there. Wayfinding and informational signage installed throughout the neighborhood can provide a map and directions to access the station and other key community locations.



Image for illustrative purposes only.
Proposed pick-up/drop-off space along Lipps Avenue, south of Ainslie Street and north of Lawrence Ave.

Strategy 2.3 | Explore the feasibility of creating a multi-use bike/pedestrian trail along the northeast side of I-90 between the Metra entry at Northwest Highway and Ainslie Street.

Partners: CDOT, IDOT, Active Transportation Alliance

Resources: Congestion Mitigation and Air Quality Improvement Program (CMAQ), TAP Surface Transportation Program (STP)

A Work with the Illinois Department of Transportation (IDOT) to explore the possibility of conveying the right-of-way to CDOT to build a bike/pedestrian trail to help provide faster connection to the Transit Center for people living northeast of the highway.

Create a trail that would run parallel to the expressway to provide residents with easier access to existing Transit Center entrances. The multi-use trail would allow users to quickly get to the Metra entrance at Northwest Highway or to the main Transit Center entrance off of Milwaukee Avenue via Ainslie Street.



Potential trail along northeast side of I-90

Strategy 2.4 | Explore a pedestrian connection from the Transit Center to the east over I-90.

Partners: CDOT, IDOT, CTA, Metra, UP, Active Transportation Alliance

Resources: RTA Access to Transit Program

A Develop a conceptual design and identify potential funding sources for a pedestrian bridge to connect the CTA Blue Line to residential areas northeast of I-90.

A bridge that served Metra as well as provided access along the platform to enter the CTA station existed but was removed between 2007 and 2009. In addition to a multi-use trail, access could be improved with a new pedestrian overpass to the east over I-90.

B Work with IDOT, CDOT and CTA on securing land, approving design and funding for pedestrian connection bridge.

In addition to securing the necessary funding, construction of a new pedestrian overpass would require significant coordination between the multiple agencies that own, operate and maintain the land.

■ Goal 3 Make the street network safer and more user-friendly at high-crash locations, such as at Foster & Northwest Highway and Higgins & Milwaukee Ave.

Strategy 3.1 | Consider street network improvements to reduce crashes and improve public safety.

Partners: CDOT, 45th Ward, CTA

Resources: IDOT and CDOT Capital Infrastructure

A Realign Higgins Ave. as it approaches Milwaukee Ave., so that it turns to align with Veterans Place.

The intersection of Milwaukee and Higgins is another one of the station area's crash hot spots, and it could be significantly improved with a road realignment that would convert Higgins to a 90-degree right hand turn that would align with Veterans Place. This realignment would also free up additional space to expand the small public plaza in which the Veterans Memorial is currently located.

B Improve the Milwaukee/Foster/Northwest Highway intersection by rerouting Foster Avenue.

Milwaukee Avenue/Foster Avenue/Northwest Highway is a confusing intersection that sees hundreds of

crashes annually and is an unsafe environment for pedestrians. Improvements to this intersection may include rerouting of Foster Avenue, reducing the number of traffic signals, and improving signal timing. This will likely require a detailed traffic study to be led by CDOT and depend on available funding.

Strategy 3.2 | Install informational kiosks & wayfinding signage.

Partners: 45th Ward, CDOT, Jefferson Park Chamber, JPNA, JPF, RTA, CTA, Metra, Pace
Resources: RTA Access to Transit Program, TIF

A Add Welcome to Jeff Park signage on Lawrence at Avondale and at Milwaukee and rail overpass.

One way to provide a greater sense of place and identity is through signage. In addition to serving as decorative features, these signs communicate to residents and newcomers that they have arrived in the unique community that is Jefferson Park.

B Add wayfinding for major destinations including Jefferson Park, Copernicus Center, Ed Paschke Art Center, local restaurants and businesses.

Jefferson Park is home to a rich variety of cultural institutions, restaurants, bars, and local shops, but these are spread out throughout the area. Wayfinding signage that highlights these destinations and provides directions to them can serve to inform visitors where to go and remind residents of old favorites.



New pedestrian island installed on Milwaukee near Foster Ave.

■ Goal 4 Enhance bike and pedestrian access by upgrading crosswalks and improving Long Avenue & Ainslie Street.

Strategy 4.1 | Evaluate pedestrian and bike improvements on Milwaukee Ave. and commercial streets.

Partners: CDOT, CTA, 45th Ward, Jefferson Park Chamber, Gladstone Park Chamber, Active Transportation Alliance
Resources: RTA Access to Transit Program

A Monitor Milwaukee Avenue crash data annually for the next three years.

CDOT recently installed pedestrian islands and bike lanes along Milwaukee Avenue throughout the station area. It is important to evaluate the effectiveness of these improvements over the course of three years after installation—as year to year data can fluctuate—to determine if they are serving their intended purpose and if further improvements are necessary.

B Conduct outreach to evaluate success of each type of improvement.



New shared lane markings

Transportation infrastructure is crucially important to the overall livability of a neighborhood, as it keeps residents safe and can help facilitate an active business environment. Part of the overall infrastructure evaluation should include a survey of residents, business owners, and other local community organizations.

C Based on results, determine additional pedestrian and bike improvements needed on Milwaukee Avenue, Lawrence Avenue and Northwest Highway.

Recommendations for future improvements should be based on data from CDOT and input from local residents and business owners.

Strategy 4.2 | Evaluate upgrading Long Ave. to a shared street for pedestrians and cars.

Partners: CDOT, Chicago Park District
Resources: CDOT Capital Infrastructure, 45th Ward, TIF

A Work with CDOT with input of Chicago Park District and neighboring properties to develop and design a shared street.

Long Avenue currently operates informally as a shared street, as it is narrow and low-volume and pedestrians frequently cross mid-block to access the park. Shared streets include treatments that indicate to drivers that they must go slowly and give pedestrians the priority, resulting in a better balance of the needs of all road users.



Existing condition of Long Avenue

B Determine materials and design for potential to retain stormwater and reduce flooding.

In addition to calming traffic, shared streets can also serve to reduce flooding and treat stormwater runoff. Best practices include: permeable pavers, rain gardens, bioswales, and properly grading and pitching the surface to facilitate water flow.

C Evaluate traffic calming techniques to improve pedestrian safety.

Shared streets use physical design, rather than specific speed limits, to slow vehicles and encourage cooperation between modes. Traffic calming techniques that could be implemented along Long Avenue include: curb removal, pavement markings, trees, planters, and street furniture.

Strategy 4.3 | Improve bicycle routes and access to Forest Preserves and the path along the Chicago River.

Partners: CDOT, Cook County Forest Preserve, Active Transportation Alliance
Resources: CMAQ, TAP, STP

A Design improvements at intersection of Elston/LeClaire/Forest Glen to better accommodate left turning bicyclists accessing the Forest Preserve.

While not technically inside the study area boundaries, the Forest Preserve is a nearby amenity that should be easily accessible to residents in Jeff Park. Cook County recently finished a 3-mile extension of the North Branch Trail, making this an even more enticing community asset. Forest Glen Avenue provides the most direct access, so improved bicycle infrastructure along this route can help to strengthen the connection between Jeff Park and this natural resource.

Strategy 4.4 | Add bike parking and Divvy stations in public spaces.

Partners: CDOT, Divvy, other bike vendors, 45th Ward
Resources: CDOT, TIF, SSA, 45th Ward, RTA Access to Transit Program, (for bike parking at Metra station), CMAQ

A Short-term: add bike parking to public spaces along Lipp, Veterans, Milwaukee and Northwest Highway at Metra entrance.

Bicycling as a mode of transportation has increased in popularity, and many bike as the first- or last-mile leg

of their commute. Whether it is residents wanting to bike to local destinations, bicyclists hoping to visit Jeff Park after a ride through the Forest Preserve, or bike commuters who use the Transit Center, people need to know that there will be a safe place to lock their bike.

B Long-term: add Divvy Stations near Transit Center, Foster and Northwest Highway and nearby neighborhoods.

Chicagoland's bike-share system, Divvy, is used by many as an affordable and convenient option for quick trips around the city and to and from transit stops.

Suggested locations for wayfinding signage throughout Jefferson Park



Wayfinding signage in Lakeview

Currently, Jefferson Park's nearest Divvy stations are located at Six Corners (on Milwaukee Avenue near Irving Park Road) and near the Mayfair Metra stop on the Milwaukee District-North line. In the long-term, Jeff Park residents would greatly benefit from Divvy stations around the neighborhood—in residential areas and at the Transit Center—to provide easier access to/from Jeff Park station.

■ Goal 5 Strategically address parking to support businesses and local destinations through shared parking opportunities.

Strategy 5.1 | Identify opportunities for multi-use parking and event space to support parking needs and destinations/events.

Partners: CDOT, Copernicus Center, landowners/proposed developments

Resources: Private property owners

A Improve parking lot at the Copernicus Center to use as flex parking that can be converted to event space.

The Copernicus Center parking lot quickly fills up when there are special events, but during most other times it remains empty. The Center already uses



Examples of using pavers for traffic-calming

its space as flex parking during the annual Taste of Polonia, when the lot is not used for parking but rather fills with vendors and festival-goers. Adding pavement treatments and other enhancements can improve the lot to encourage more instances where the space is turned into a public area and used for special events, such as outdoor concerts or farmers markets.

B Work with any proposed development concepts such as at the Milwaukee/Lipps/Lawrence site and the Milwaukee/Lawrence/Long site to add shared parking for multiple uses.

Different uses often have different peak-parking times—the Copernicus Center might fill up on nights and weekends, while a doctors' office only needs to have parking during weekdays. Shared parking means that users/customers of multiple businesses can all park in the same area, allowing for a more efficient use of space. Recently, the Copernicus Center has converted its lot into shared parking as it has partnered with ParqEx, a private company that allows users to temporarily rent parking spots from spaces that are typically not available for public parking.

Strategy 5.2 | Encourage new development to incorporate shared-use parking to serve the Transit Center, local destinations, businesses, and arts and culture opportunities.

Partners: CDOT, landowners/proposed developments, 45th Ward, DPD

Resources: Private property owners



Example of covered bicycle racks

A Dedicate a portion of new parking spaces in new development for public parking uses and parking to access transit.

The coming development at 4849 N. Lipps (details can be found in the Appendix) will include shared parking, and any future new development in the station area should seek out these arrangements as well. By adding more users and retail to the neighborhood, the developers have a responsibility to provide some parking that can accommodate the needs of both residents of their buildings as well as users hoping to access other Jeff Park destinations.



Centralized parking at Chicago's New City development allows for residents and shopping center users to access shared parking



Copernicus Center lot being used for ParqEx commuter parking, a form of shared parking

CHAPTER 6 Design Guidelines

These design guidelines articulate Jefferson Park's desire for attractive and high-quality design that enriches the neighborhood and enhances community character.

Design guidelines should be referenced by the private property owner and their supporting professional designers that seek to use and improve their property; the public, particularly those nearby property owners who may be directly affected by the impact of new development or redevelopment; and the City's redevelopment of public property and public infrastructure.

These guidelines are intended to encourage appropriate use and reinvestment in buildings and property throughout the community. The guidelines are a tool to be referenced for all projects, but especially for developments that require discretionary action by the Chicago Plan Commission (CPC), Zoning Board of Appeals (ZBA), City Council and for projects receiving City financial assistance.

How to Use the Design Guidelines

Design Title

Design Goal

These goals articulate a vision for what the end conditions should aspire to achieve.

Building Setbacks

Design Goal: Buildings are located close to front lot line and provide landscaping and amenities to enhance the pedestrian experience.

Site Design

Buildings should be located at a consistent build-to line that is close to the front lot line.

- The building base should be positioned along the front build-to line, setback at a minimum of 5 feet from the sidewalk and up to 8 feet from the sidewalk when additional space is needed for landscaping and amenities to be provided.
- A consistent build-to line should be encouraged along each block, especially in the case of redevelopment.
- Parking should not be located between the street and build-to line.

Form

Façade design should provide active street fronts.

- The base of buildings should be designed to relate to the street environment.
- Façade design along commercial streets should comply with or exceed P-street requirements relating to window transparency.

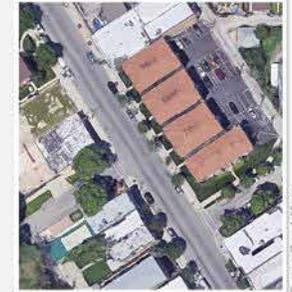
Pedestrian Environment

Private spaces along the sidewalk should relate to the pedestrian by providing amenities.

- Amenities such as seating should be encouraged to create an active streetfront.
- Awnings and decorative signage should be designed to meet the character of a main street, pedestrian-oriented environment in Jefferson Park.



A building setback above the building base frames the street and establishes a comfortable pedestrian experience



Consistent building setbacks (Milwaukee Ave.)



Strip malls contribute to an unfriendly pedestrian environment in which buildings are setback too far from the street and separated by parking (Milwaukee Ave.)



Active building facade with ample space for street amenities and pedestrian circulation

Design Elements

These describe specific elements that will contribute to achieving the design goal and can be used as a checklist in the review of proposed projects.

Photos and Illustrations

Photos and/or diagrams help to explain the design goal and design elements in more detail.

Building Orientation & Building Entrances

Design Goal: Buildings are oriented with their main facade towards the front lot line to provide a consistent street wall along commercial streets and frame the public realm.

■ Site Design

Sites should be designed with facades and building entrances facing the primary street.

- Buildings should face the street with parking lots located to the rear or side of buildings, accessed from the alley when feasible.
- In mixed-use, corner-lot developments, commercial uses should face wider, busier streets while residential uses should provide their entry facing narrower streets.
- The primary building facade should orient toward the street even in cases of asymmetric sites, such as along diagonal streets.



Source: Google Maps

Parking located behind a mixed-use development at Clark Street & Belmont Ave. in Lakeview

■ Form

The design of buildings should create a consistent “street wall” that frames the public realm.

- Scale of facade features, such as storefronts, window openings and horizontal bands, should relate to the adjacent context.



Source: Google Maps

New development adjacent to an older building; storefronts line up and the street wall remains consistent

■ Pedestrian Environment

The design of buildings should respect and enhance the pedestrian environment in the public realm.

- Building entrances should be clearly visible from public sidewalks and should form a focal element of the building.
- In cases of setbacks from the front lot line, the private realm should enhance the walkability of the site through sidewalks, landscaping and other features within the setback.



Building is setback from the front lot line to allow ample space for outdoor seating and landscaping in the public realm.

Building Setbacks

Design Goal: Buildings are located close to front lot line and provide landscaping and amenities to enhance the pedestrian experience.

Site Design

Buildings should be located at a consistent build-to line that is close to the front lot line.

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- Parking should not be located between the street and build-to line.

Form

Facade design should provide active street fronts.

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Consistent building setbacks (Milwaukee Ave.)

Source: Google Maps



Strip malls contribute to an unfriendly pedestrian environment in which buildings are setback too far from the street and separated by parking (Milwaukee Ave.)



Active building facade with ample space for street amenities and pedestrian circulation

Building Articulation

Design Goal: Building facades have a rhythm that contributes to the perception of time and memory, establish a recognizable pattern and sense of place and orientation.

■ Site Design

Buildings along each corridor should foster a sense of history, context and character that draws people to the community while providing a balance between visual interest and continuity.

- Design buildings with articulation of building facades, differing heights, planes, or varying materials and colors.
- Encourage architectural diversity.

■ Form

Vary and articulate building massing and facades to contribute to a pedestrian-scale environment at the street level.

- Break-up facades by using features such as bays, with expressed piers, recessed spandrels, profiled parapets and horizontal banding.
- Divide up vertical mass into segments compatible to the scale of adjacent buildings.
- Create a distinction between the base, middle and tops of buildings by using horizontal architectural elements, setbacks, and/or plane changes.

■ Pedestrian Environment

Design a building base that fosters a sense of place, reinforcing the history of Jefferson Park and serving as visual interest for pedestrians.

- Articulate the base of the building with high-quality materials, windows, and design elements that fit with the distinct context of each block.
- The base should be designed to provide architectural detail and interest to pedestrians.
- Blank walls without windows or articulation should not be visible from any public street.



Promote variety through changing the use of materials, roof lines, and windows to create a sense of rhythm.



The use of different materials, windows and colors creates vertical and horizontal expression lines that establish a building rhythm.



Windows should be grouped and be proportional to the building to help establish rhythms across a facade.

Older and Historic Buildings

Design Goal: The character of Jefferson Park's older and historic buildings and spaces are preserved and improved.

■ Site Design

Foster public spaces around older and historic buildings.

- Enhance the public realm around older and historic buildings through the scale, massing and design of additions and new buildings.

■ Form

Encourage the reuse of older buildings through sensitive design, adaptive reuse and additional space as needed to be economically viable.

- Provide compatible additions to the site that enhance the reuse of buildings, allowing them to be economically successful while retaining the character of the neighborhood.

■ Pedestrian Environment

Encourage the design of buildings that recognize and restore architectural features.

- Discourage the loss or masking of architectural elements that are consistent with the history and design of the building.
- Enhance the attractiveness of the pedestrian environment through street amenities that complement the architecture and design in Jefferson Park.



Example of an adaptive reuse project in Ravenswood



Jefferson Park is home to many iconic older buildings, like the Hoyme Bank building at Milwaukee and Lawrence, and these should be preserved and enhanced.



Street amenities can be designed in a way that reflects local character, like this wayfinding sign in Andersonville that uses a color reflective of the Swedish roots of the neighborhood.

Commercial and Mixed-Use Environment

Design Goal: Key corridors have consistent commercial and retail ground floor uses that foster a successful business district environment with activities on both sides of the street.

■ Site Design

Active uses such as retail and public spaces should be provided along commercial corridors.

- Encourage retail or other active uses at the building base.
- Minimize curb cuts and drive-throughs.
- If allowed through zoning, integrate drive-throughs into a development rather than as stand-alone facilities. Maintain pedestrian-friendly environment of street.

■ Form

Avoid gaps in retail corridors that detract from a successful retail experience.

- Meet or exceed the landscape ordinance to minimize the impact of parking lots and encourage ground floor residential uses on retail-oriented blocks.

■ Pedestrian Environment

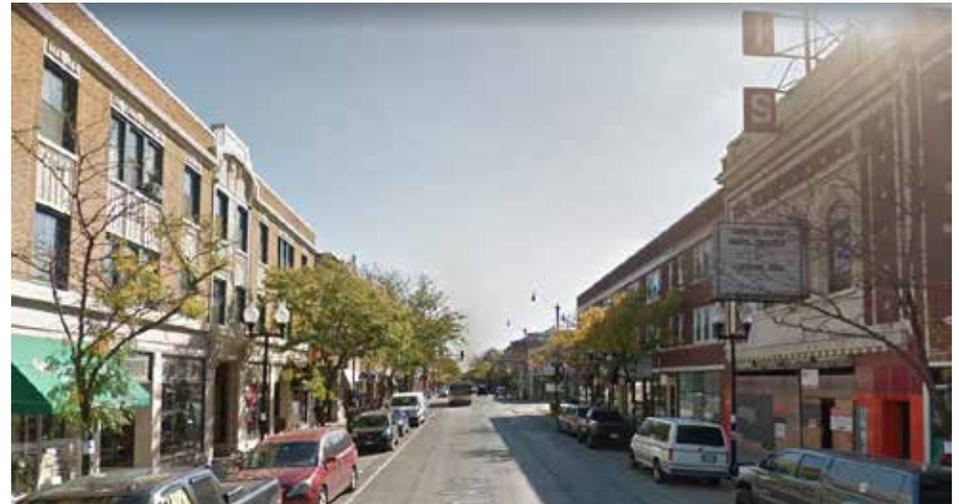
Protect the pedestrian environment along each section of a commercial corridor to encourage shoppers and visitors to walk along the corridor.

- Provide comfort and unique experiences through site design to encourage pedestrians to visit multiple locations rather than driving from one site to another.



Source: Google Maps

Ground floor retail uses at all four corners of an intersection contribute to an active and vibrant street environment.



Source: Google Maps

A consistent street wall without gaps or curb cuts fosters a sense of enclosure and creates an urban "street room."

Signage

Design Goal: Signage provides clear identification of the building and building use, while adding visual interest to the building architecture.

Site Design

Signs, awnings and lighting for new developments should foster a cohesive, safe and pleasant environment.

- Signage should provide information clearly and legibly to both pedestrians and motorists without dominating the site, architecture or character of the building, block or corridor.

Form

Signage should be in scale and be compatible with the proportion and composition of the building.

- Signage should not obscure or dominate any architectural features but be integrated into the overall design.

Pedestrian Environment

- Use signage that is clearly visible to pedestrians, such as blade signs that are pedestrian-scaled and also contribute to community character.
- Discourage billboards and digital signs.

Available Resources:

[City of Chicago Department of Buildings](#)

[City of Chicago Business Affairs & Consumer Protection Permit Process](#)



Iconic blade signs like these contribute to a corridor's sense of place



Useful information on signage, such as the location of parking, can help provide ease of access for customers



Signs can be simple yet creative in order to accentuate a building and the street



Awnings and lighting that complement a building's architecture and materials can enhance the look of a streetscape

Streetscape & Public Amenities

Design Goal: High-quality amenities in both the public and private realms enhance the character and comfort for all users of each corridor throughout Jefferson Park.

Site Design

Public right-of-way amenities should enhance convenience and comfort for residents and visitors.

- Lighting in the private realm should enhance the site and be complimentary to the design for lighting and amenities in the public-right-of way.
- Provide seating, waste receptacles, bicycle racks, and other amenities on private sites that are consistent with other uses along the corridor and are suitable for the specific use of the site.

Form

Landscaping, street furniture, awnings, fencing and bike racks should be planned and installed based on the scale, site size, frontage, and use of the site.

- Meet or exceed all zoning requirements for landscaping, fencing, bike racks and other amenities.
- Follow a consistent design for amenities along each corridor.

Pedestrian Environment

Features in the right-of-way should be pedestrian-oriented and fit in with the character of the street.

- Design of street furniture should be durable, express the character of the corridor, and enhance the use and walkability of the area.
- Use kiosks, walkways, street furniture, street lighting and wayfinding signs to enhance appearance and function for pedestrians.



Amenities Zone

A Transition area between the pedestrian zone and the street. Best accommodates the elements that complement the street such as lighting, signs, trees, trash receptacles and news racks.

Pedestrian Zone

The Main path of travel for a continuous, clearly defined, unobstructed route clear of obstacles and accessible to users of all abilities.

Frontage Zone

A slower, shared area between the pedestrian zone and private property. Which may accommodate outdoor awnings, overhangs, café railings, planters and doorways.



Wayfinding signage can highlight key community destinations and further enforce the character of an area.



Source: Google Maps

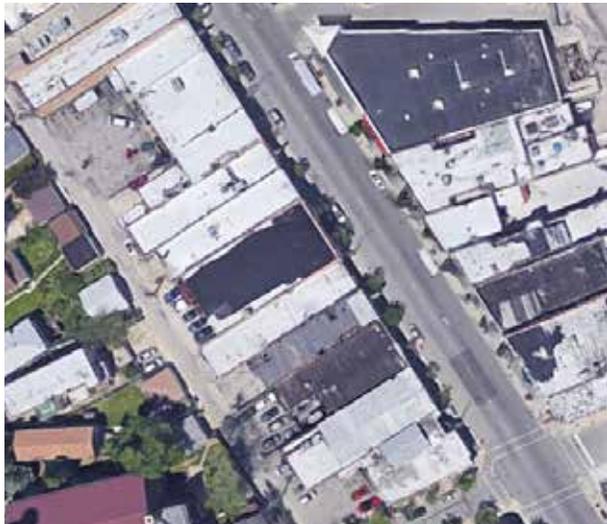
Sidewalk Continuity

Design Goal: Curb cuts and other gaps in the streetscape are minimal and create a continuous experience along the commercial corridors.

Site Design

Minimize the number of curb cuts and gaps in the sidewalk.

- Consolidate driveways.
- Minimize drive through conditions and/or incorporate into building design.
- Consider extending P-street designation west along Lawrence Avenue and south along Milwaukee Avenue.



Source: Google Maps

This stretch of Milwaukee Avenue inside the study area does not have any curb cuts which helps to define the area as a corridor.

Form

Design curb cuts, if necessary, to minimize disruption to the streetscape.

- Encourage use of existing alleys rather than adding curb cuts to new development sites.
- Encourage removing and/or consolidating curb cuts when redeveloping properties.



Source: Google Maps

This curb cut is integrated into the design of the building and leads to a rear parking lot. (Andersonville, Chicago)

Pedestrian Environment

Promote a comfortable pedestrian experience and continuous sidewalks with minimal disruptions.

- When curb cuts are necessary, provide other pedestrian amenities to minimize the impact of a break in the sidewalk.
- Use special materials to provide warning to pedestrians of cross-traffic.



Source: Google Maps

The negative effects of the curb cut here are minimized with pavement treatments and landscaping. (Evanston, IL)

Parking, Loading and Unloading Design

Design Goal: Shared parking and unified design elements meet parking needs for all users and minimize the impacts that loading and unloading areas have on adjacent properties, pedestrians and access to buildings.

Site Design

Parking and loading areas should be located to the rear or along the side of the building rather than in front.

- Design parking to serve multiple users and promote use of underground parking.
- Designate shared loading/unloading areas for multiple properties.
- Screen surface parking lots and parking structures away from the public view through using buildings, public art and landscaping.
- Break-up large surface parking areas with sustainably designed landscaped islands and borders.



Shared use parking allows for parking lots to be converted into event space during times when it is not needed for parking. (DeKalb, IL)

Form

Access to parking should be provided via drive aisle that is visibly marked from the street.

- Include active uses on the first floor of structured parking.
- Design structured parking to reflect architectural proportion of nearby buildings. Use architectural design features so that structured parking floors match levels, facade articulation, and heights of typical buildings.



This shared parking structure incorporates architectural design elements similar to its surroundings. (Naperville, IL)

Pedestrian Environment

Parking and loading should promote shared uses, be easily accessible to all modes and promote a convenient experience to access transit.

- Screen surface parking lots using attractive landscaping and fencing.
- Define pedestrian walkways and provide space for bike parking inside parking lots and structures.
- Provide clean, safe and functional areas for loading and unloading that minimize disturbance of pedestrian zones.
- Explore opportunities to incorporate angled, reversed angled, and other on-street parking designs to improve pedestrian and bicycle safety.



A short wall and landscaping provide screening for this parking lot, with defined walkways to allow pedestrian access. (Park Ridge, IL)

Source: Google Maps

Open Spaces

Design Goal: *The provision and design of quality open spaces supports a sense of community, pride and connectedness for all residents and visitors to Jefferson Park.*

■ Site Design

The design of larger redevelopment projects should include improvements to the public realm and seek to provide open spaces for public use.

- New developments should be encouraged to incorporate new open spaces for community interaction.



This mixed-use development in Evanston carved out space on the corner to create a public plaza.

■ Form

Public spaces should provide environments for both passive gathering and interactive uses, such as play spaces, splash pads, and music or cultural outdoor space.

- Open spaces should be designed to provide clear views, walkways, lighting and access control. Examples of this can be found listed in the principles of [Crime Prevention Through Environmental Design](#) (CPTED).
- For example, the proposed public plaza and winter garden should provide a clear, visible path from Milwaukee Ave. and Lawrence Ave. to the Transit Center.



This plaza exhibits CPTED principles and provides a space that can be used for events or everyday passive gathering.

■ Pedestrian Environment

Open spaces should be designed for all users as welcoming spaces to support the community.

- New open spaces should provide pedestrian pathways to key destinations such as the Transit Center, Copernicus Center and Thomas Jefferson Park.
- All open spaces should be designed as accessible for persons with disabilities.



Lincoln Square's Giddings Plaza is a successful public space that serves residents and draws outside visitors for concerts and events.

Sustainable Design

Design Goal: *New development or redevelopment projects in Jefferson Park are designed with sustainability in mind and aim to reduce negative impacts on the environment.*

■ Site Design

Incorporate stormwater management best practices as part of design features and amenities, above and beyond the City's stormwater ordinance.

- Use green infrastructure and low-impact development techniques as appropriate (i.e. bioswales, permeable pavement, green roofs, tree plantings) to manage stormwater runoff on-site.
- Encourage installation of green infrastructure, such as rain gardens and canopy trees.

■ Form

Development should use sustainable materials when possible, as detailed in [Chicago's Green Stormwater Infrastructure Strategy](#).

- Encourage the use of reflective roof products and paving materials to help mitigate the Heat Island effect.
- Use materials and products that have minimal environmental and health impacts (i.e. recycled materials and locally available products).

■ Pedestrian Environment

Sustainable design principles can enhance the pedestrian experience through use of materials, reduced heat islands and landscaping.

- Improve the public realm environment and walkways for pedestrians through accessibility improvements to ensure that more people walk/ bike to a building and within the business district.
- Minimize the negative impacts of vehicle pollution and traffic through proper soundproofing and providing open space when possible.

Resource: [City of Chicago Sustainable Development Policy](#)



Source: Chicago Green Stormwater Infrastructure Strategy

A rendering of potential green stormwater infrastructure



Green infrastructure treatments to an alley, before and after



Source: Chicago Green Stormwater Infrastructure Strategy

Source: Pinterest

Bioswales and green infrastructure can be incorporated into the public right-of-way improvements.

Milwaukee Avenue and Northwest Highway: North of Foster Avenue

Context

- Milwaukee Avenue's wide right-of-way provides two lanes in each direction and parking on both sides, while Northwest Highway's complex intersections present obstacles to pedestrians and cars.
- Corridor features an assortment of styles, from older industrial to modern commercial buildings.
- Parcels are narrow in depth and create a challenge to redevelopment.



This development includes an active use on the corner with parking located behind. The windows and doors are positioned in a way that is welcoming to pedestrians and interacts with the street.

Building Character

- Encourage retail or other active uses on the ground floor.
- Improve parking lots with landscaped buffers and screening.
- Seek opportunities for out-lot development that brings development closer to the street.
- Buildings should be located near the lot line with parking to the side or to the rear.
- Establish building corners with architectural articulation when facing intersections.



Strategic landscaping, trees and decorative fencing help to screen this parking lot and beautify the streetscape.

Parking, Bikes, and Pedestrians

- Encourage shared parking between retailers and other land uses.
- Ensure there is bicycle parking near destinations.
- Improve the pedestrian environment with more street amenities and landscaping.
- Provide a hierarchy of lighting to light different uses in different ways, ranging from parking lots, pedestrian paths, landscaped areas and exterior building lighting.



This building fits into the character of its surroundings of older buildings, locates the parking off to the side, and provides landscaping to enhance the street and parking area.

Milwaukee Avenue: South of Foster Avenue

Context

- Older commercial buildings contribute to community character, but many sit vacant and need to be renovated to accommodate small businesses.
- Most buildings are built to the lot line, which creates a strong presence and sense of enclosure along the corridor.
- This stretch of Milwaukee is considered Jeff Park’s “Main Street.”

Building Character

- Older buildings should be restored through facade improvements and “vanilla box” rehabs so they are ready to lease.
- Upper stories and rear or side additions could make projects more economically viable while retaining the character along Milwaukee and Lawrence.
- Facades at ground level should meet or exceed the requirements for P-Streets regarding transparency.
- Signs should clearly identify building uses to pedestrians and motorists while contributing to the overall identity of the corridor.

Parking, Bikes, and Pedestrians

- Shared parking is already practiced among certain businesses and can be expanded to serve more users.
- Pedestrian amenities are needed, including street furniture and landscaping to improve the pedestrian experience and encourage visiting multiple stores and restaurants.



This block of Milwaukee (between Lawrence Ave. and Giddings St.) could be improved with enhanced streetscaping, facade improvements, and kiosks and wayfinding signage that reflect the character of the corridor.



A rendering illustrates how to design new development in a context-sensitive way along Milwaukee Ave. in Wicker Park



The recent redevelopment of the building that Weston's Coffee is now in showcases the major impact that renovation and facade enhancements can have on the overall look of a corridor.

Ainslie Street and Lipps Avenue

Context

- With vacant lots, a vacant former Fire Station, and a blank wall along Ainslie, this intersection nevertheless is a major entry for cars, buses and pedestrians.
- New development at the northwest corner will provide new retail and streetscaping on Lipps Ave. with landscaped open space for community gathering.

Building Character

- New development should recognize its location with access to transit and other amenities nearby.
- Provide ground floor active uses and locate building entrances at the corner to anchor the intersection and activate both street frontages.
- The parking lot at the southwest corner can become part of a larger new development, and plans are underway for rehabilitation of the former Fire Station.

Parking, Bikes and Pedestrians

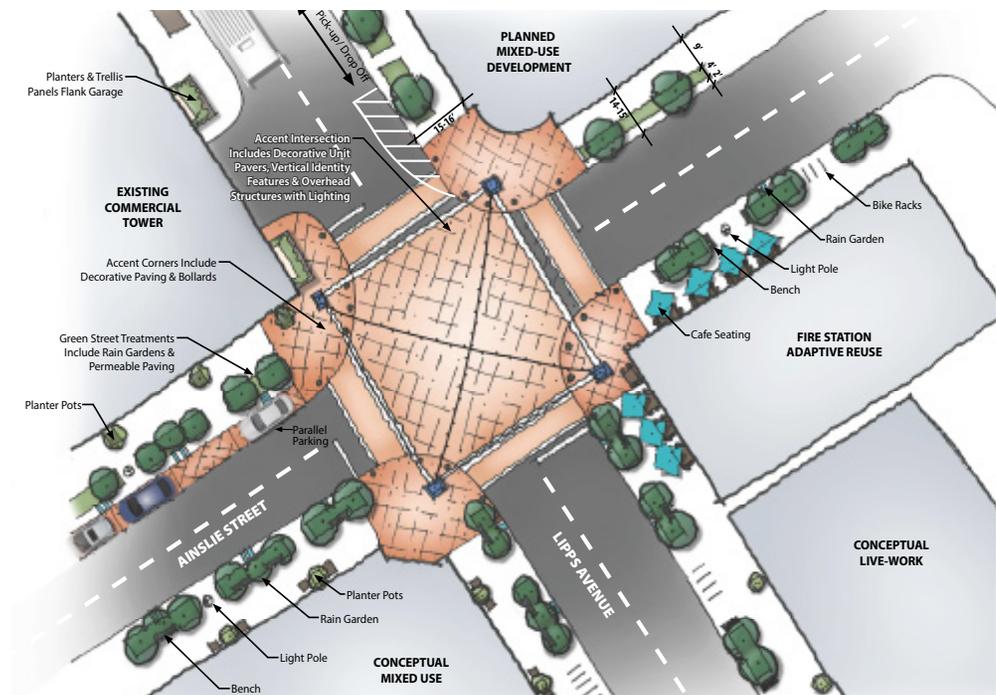
- With improvements, this can become a key intersection that is welcoming to all users, including pedestrians and bicyclists.
- Ainslie's sidewalks should be improved and widened to encourage cafés and outdoor seating.
- Bike facilities should be added to serve all the destinations in this area.
- Encourage active public space and accessible pedestrian travel.
- Locate off-street parking behind buildings and encourage access through secondary streets or alleys.



Entrances located at the corner activate both streets and allow for public space to complement the building entrance. (Evanston, IL)



This example illustrates the type of mixed-use development that provides a number of amenities and a pedestrian-oriented environment. (Milwaukee, WI)



CHAPTER 7

Implementation

The Jefferson Park Station Area Master Plan outlines a detailed set of goals and strategies for Community Character, Economic Development and Transportation. Some of these activities are short-term efforts that require cooperation and coordination and can be undertaken within months. Other projects are long-term in nature and will require working with landowners, securing resources, and making steady progress toward interim steps over time.

In addition to the implementation steps summarized in this section, partners and resources are identified for each project throughout Chapters 3 – 5. Implementation steps will adapt over time as projects proceed, resources are raised and tasks are adapted to meet external changes in funding sources, economic trends or local priorities.

■ Community Character and Design Guidelines

Reinforcing the sense of place, improving public places and guiding development and reinvestment in Jefferson Park requires the cooperation of private property owners, local organizations, government agencies and developers. Some of these steps require the enhanced use of existing resources, while others will necessitate public and private cooperation to provide public amenities that will last for decades.

Short-term (0-2 years)

Many of the principles delineated in the Community Character and Design Guidelines sections of the Plan are already being utilized. The planning process brought together individuals, businesses and local organizations from a wide variety of perspectives that provided input into how the area can evolve to enhance the character of Jefferson Park.

Over the next two years, efforts can focus on applying these principles to the physical fabric of Jefferson Park. This can include marketing existing sites in the community, working with Illinois Main Street to document community assets, laying out a path for attracting new users of vacant, older buildings and designing wayfinding features.

As a matter of course during future development conversations, the Design Guidelines could be used by the community and community organizations to inform developers of design principles and elements. Fundraising can begin to raise resources for more significant implementation projects; at the same time, it is important to engage property owners early in the process of conversations regarding future development proposals. This should include working with the U.S. Postal Service toward possible disposition of the Post Office Carrier Annex, as well as working with other landowners that are interested in putting forward a development proposal for their properties.

Medium-term (3-4 years)

Over the next three to four years, the initial stages of planning and design can be implemented. This will include efforts to reoccupy vacant storefronts through successful recruitment, assisting owners with renovations and installing wayfinding features at key locations. Depending on the success of negotiations with private landowners, construction can begin on larger development projects near the Transit Center.

Safety improvements should be installed, including improved landscaping, signage and decorative fencing that better demarcates land ownership in the spaces surrounding the Transit Center, railroad and IDOT land.

Long-term (5 or more years)

In the long-term, larger and more complex projects can move toward implementation, such as redevelopment of the Post Office Carrier Annex block, infrastructure improvements and improvements to public plazas that may require external fundraising.

An ongoing program to identify local businesses should continue to encourage location in both older buildings and newer projects.

If a Special Service Area (SSA) is created it can implement efforts to serve the commercial streets including marketing, snow clearance of sidewalks, assistance to local businesses, facade improvements and special events.

Jefferson Park Station Area Master Plan | Community Character Implementation

Strategy	Timeframe	Partners	Resources
GOAL 1: Improve the sense of place and build on the identity of Jefferson Park, balancing new development with its historic character.			
1.1 Strengthen recognition of signature buildings such as the Copernicus Center, Thomas Jefferson Park and other iconic buildings and recognize historic and notable buildings.	Medium	Northwest Chicago Historical Society, DPD, Jefferson Park Forward	Illinois Main Street
1.2 Encourage adaptive reuse of vacant storefronts and buildings, particularly on Milwaukee Avenue through facade improvement, interior space renovation and/or sensitive additions to buildings.	Medium-Long	Jefferson Park Chamber, Gladstone Park Chamber, 45th Ward, DPD, SomerCor	SBIF; TIF; New Markets Tax Credits; Class 7(a), 7(b), 7(c) tax incentives
1.3 Incorporate design/wayfinding elements as a part of architectural features in key locations.	Medium	CDOT, 45th Ward	TIF, Private fundraising/sponsorship
GOAL 2 : Improve and create public spaces to increase social interaction and pride of place.			
2.1 Create community gathering spaces that can support outdoor cafés and events.	Long	CDOT, local businesses and landowners, Copernicus Center, Paschke Arts Center	TIF, Private fundraising/sponsorship, Developer contributions
2.2 Consider the feasibility of creating a year-round indoor space (a winter garden) that can open up to a plaza and serve as a connection to the Transit Center	Long	Local businesses and landowners, CDOT	Foundations, Sponsors, Developer contributions
GOAL 3: Pursue mixed-use development that meets design guidelines, promotes the character of Jefferson Park, and reinforces a sense of place and welcoming for the community.			
3.1 Consider the redevelopment of vacant land and buildings located on Milwaukee Avenue, Lipps Avenue and Lawrence Avenue.	Long	45th Ward, local businesses and landowners and DPD	Private sources and uses to promote redevelopment and reinvestment in the site
3.2 Redevelop the Milwaukee Avenue, Lawrence Avenue and Long Avenue block.	Long	DPD, 45th Ward, Post Office, Ed Paschke Art Center, Gift Theatre, Windy City Music Theater	Commercial development proceeds Private foundations and funders for cultural institutions
GOAL 4: Improve community safety through applying the principles of Crime Prevention Through Environmental Design (CPTED).			
4.1 Enhance Visibility	Short-Medium	45th Ward and DPD	Private property owners
4.2 Natural Access Control	Short-Medium	CDOT, private property owners	Private property owners, 45th Ward
4.3 Clear Sense of Ownership	Short-Medium	CDOT, Metra, UP, CTA, private property owners	Property owners, CTA, Metra, Union Pacific
4.4 Property Maintenance	Short-Medium	Local businesses and landowners, 45th Ward	Property owners, CTA, Metra, Union Pacific

■ Economic Development

Marketing efforts to reposition Jefferson Park should begin immediately, but will take time to change perceptions, achieve small and large victories, and attract the types of businesses, jobs and quality of life improvements desired in the community.

Short-term (0-2 years)

Initial efforts can begin with reaching out to commercial brokers and providing materials on the Plan, existing programs and the advantages the district has to offer. Resources should be raised for a marketing campaign, but it is essential that all community organizations are on board with the same message and approach before heading into an external marketing campaign.

Property owners of existing vacant buildings should be approached to encourage renovations of spaces to create ready-to-lease spaces and cooperate in marketing efforts. An online database of available properties can be created in the short-term. SBIF funds, if made available, can be used to support renovations and facade improvements.

As discussed under Community Character, conversations can begin with property owners regarding new development projects that meet the Design Guidelines. This could include outreach to possible tenants to have them in place to design the sites appropriately and for private financing of the development sites.

Permit workshops, in coordination with BACP, could take place in Jefferson Park to make it easy for businesses to apply for permits for right-of-way and sidewalk cafés.

Efforts to bring together residents and organizations around events can build upon Taste of Polonia, Jeff Fest Arts and Music Festival and Throwback Music Festival.

Medium-term (2-4 years)

In the medium term, it is important to work with property owners, developers and tenants to move forward with both infill and larger projects that meet the design guidelines.

Once a funding source is available and secured, infrastructure improvements that add to the viability and attractiveness of locating in Jefferson Park could be installed in this timeframe. The TIF expires in 2021, so alternate funding mechanisms should be researched.

Outreach to creative industries and live-work opportunities could result in either rehabilitation of existing spaces for this use (e.g. the former Woolworth's building) or development of new live-work spaces on vacant or underutilized land (such as along Lipps Street).

Local representatives can market at larger trade events, such as the International Council of Shopping Centers (ICSC) RECon convention in Las Vegas, to attract tenants such as national credit restaurants and stores.

Long-term (5 years or more)

In the long-term, consistency is important as the business district's vacant spaces and land are filled out. Efforts to recruit local, distinct businesses will be important as the area becomes more of a destination eating, entertainment and shopping district.

Marketing efforts can extend to O'Hare hotels and conventions, offering a convenient location for an authentic Chicago neighborhood experience.

Larger development projects that meet the design guidelines will move into construction phase or plans adapted based on economic trends as they evolve in Chicago.

Jefferson Park Station Area Master Plan | Economic Development Implementation

Strategy	Timeframe	Partners	Resources
GOAL 1: Provide guidance and assistance to retain existing and attract new local, small businesses.			
1.1 Develop a coordinated marketing campaign.	Short-Long	Local businesses and landowners, 45th Ward, World Business Chicago, O'Hare - Area Hotels/Concierges	Marketing funds, National Trust Main Street Program
1.2 Provide support services and business improvement grants for local businesses.	Medium	DPD, Somercor, 45th Ward, Jefferson Park Chamber	SBIF, RTA Community Planning Program support for SSA feasibility study
1.3 Work with landlords and commercial property owners to improve landscaping, signage, access points, marketing, and sidewalk snow removal.	Medium	Gladstone Park Chamber, Jefferson Park Chamber, CDOT, BACP, 45th Ward	45th Ward
1.4 Upgrade identity of Milwaukee Ave, Lawrence Ave and Northwest Hwy through banners and landscaping.	Short	CDOT, Local businesses and landowners, Local banks, Local realtors	TIF, SSA, local businesses, banks and realtors
GOAL 2 : Attract and target a range of businesses that can fill vacant storefronts and serve residents, employees, and visitors.			
2.1 Identify stores, restaurants, and businesses to fill vacant spaces	Medium	Jefferson Park Chamber, Jefferson Park Forward, Jefferson Park Neighborhood Association, Gladstone Park Chamber, Gladstone Park Neighborhood Association, 45th Ward	SSA, Class 7(a), 7(b), 7(c) tax incentives, SBIF
2.2 Foster the development of quality retail spaces on both sides of major commercial streets (Milwaukee, Lawrence, Lipps).	Medium	DPD, 45th Ward, Jefferson Park Chamber, Gladstone Park Chamber, Property owners	Available spaces database
GOAL 3: Support new development of entertainment, restaurants, and cultural destinations in Jefferson Park.			
3.1 Find opportunities to attract additional entertainment and visitors and support existing cultural institutions.	Medium	Paschke Art Center, Gift Theatre, Copernicus Center, DCASE, 45th Ward, Property owners	Available spaces database
3.2 Explore the development of live-work spaces and co-working opportunities.	Medium	DPD, 45th Ward, National Trust, Landowners and proposed developments	
3.3 Attract creative industries, startups and small businesses to flexible work spaces.	Medium-Long	45th Ward, Jefferson Park Chamber, Landowners and proposed developments	
GOAL 4: Continue to provide a range of housing options to add vitality to the neighborhood and to accommodate people of all ages and at various stages of their lives.			
4.1 Build on the variety of housing to support economic development.	Medium-Long	DPD, 45th Ward, Local realtors	Private development resources for family and senior housing
4.2 Foster a sense of community across the residential population in Jefferson Park.	Small-Medium	JPNA, GPNA, JPF, Jefferson Park Chamber, Gladstone Park Chamber, Local businesses, banks and realtors, Copernicus Center, Paschke Arts Center, Gift Theater	45th Ward, private grants, Local Chambers, Local businesses, banks and realtors
4.3 Promote the range of housing opportunities that exist across the community.	Medium-Long	JPNA, GPNA, JPF, Jefferson Park Chamber, Gladstone Park Chamber, Local banks and realtors	45th Ward, Private grants, Local chambers, Local banks and realtors

■ Transportation

With the pending renovation of the Jefferson Park Transit Center, transportation improvements are imminent. The visibility of these improvements will be important to leverage through investment in the private properties and public spaces around the station area.

Short-term (0-2 years)

There are short-term, low-cost changes that can be made to improve access for all modes and improve safety. These include installing coordinated signage around the Transit Center for CTA, Metra and Pace; identifying and designing amenities for the streetscapes including signage, planters and banners; and preliminary improvements to viaducts such as lighting and murals.

Other short-term items include installing a drop-off/pick-up area along Lipps Street south of the Transit Center. Planning can begin on a potential trail along I-90 by working with IDOT to secure right-of-way. New or upgraded bike parking will be installed as part of the Transit Center renovation and should be added in areas near the Transit Center in the public right-of-way.

Applications could be made by CDOT to the Chicago Metropolitan Agency for Planning for CMAQ and TAP funding requests for the Union Pacific viaduct, trail on the northeast side of I-90 and/or other pedestrian or bike improvements in the Plan.

Planning can also begin for street alignments identified in the Plan for Higgins Road and Foster Avenue. Finally, opportunities for shared parking should proceed in tandem with opportunities for new development as discussed in Community Character and Economic Development.

Medium-term (2-4 years)

In the medium-term, some of the initiatives planned in the first two years can secure resources and move toward implementation. This can include infrastructure improvements to support transit, such as rebuilding the viaduct to access the Metra station and improvements to the Milwaukee Avenue viaduct, and installing a trail along the northeast side of I-90.

Depending on the pace of development, opportunities for shared parking could be installed during this period. Funding should be secured for realignment of Higgins Road at Milwaukee Avenue.

During this period, funds should be secured to redesign Long Avenue as a shared street and to implement upgrades to Avondale Avenue (including curb, gutter and sidewalks). Depending on funding availability, these projects could be installed during this period.

Long-term (5 or more years)

Long-term transportation projects will focus on larger capital investments. This may include creating an overhead passage from the CTA Station across I-90, infrastructure improvements to the Milwaukee Avenue underpass and installation of improvements to Long Avenue and Avondale Avenue.

Depending on the pace of private development, new shared parking could be installed during this time period to serve both private development and transit users.

Jefferson Park Station Area Master Plan | Transportation Implementation

Strategy	Timeframe	Partners	Resources
GOAL 1: Improve walkability along key streets in the station area.			
1.1 Beautify streetscapes and improve walkability along Milwaukee Ave., Ainslie St., Lipps Ave., Avondale Ave., and Milwaukee Ave./Northwest Hwy. north of I-90.	Medium	CDOT, Jefferson Park Chamber, Gladstone Park Chamber, 45th Ward	TIF, CDOT, Private development sources SSA
1.2 Make the Milwaukee Avenue railroad underpass and the pedestrian walkway at the Metra Station more welcoming.	Medium-Long	Union Pacific, CDOT, Metra, 45th Ward	RTA Access to Transit Program (for short-term solutions), TIF, Congestion Mitigation and Air Quality Improvement Program (CMAQ) & TAP (for long-term solutions)
GOAL 2 : Improve access from the neighborhood to the Transit Center for all users.			
2.1 Dedicate space for pick-up/drop-off outside the Jefferson Park Station.	Short-Medium	CDOT, CTA, RTA	RTA Access to Transit Program
2.2 Improve signage around the Transit Center.	Short	CDOT, Jefferson Park Chamber, Local businesses and landowners, RTA	RTA Interagency Signage Program
2.3 Explore the feasibility of creating a multi-use bike/pedestrian trail along the northeast side of I-90 between the Metra entry at Northwest Highway and Ainslie Street.	Medium	CDOT, IDOT, Active Transportation Alliance	Congestion Mitigation and Air Quality Improvement Program (CMAQ) & TAP, Surface Transportation Program (STP)
2.4 Explore a pedestrian connection from the Transit Center to the east over I-90.	Long	CDOT, IDOT, CTA, Metra, UP, Active Transportation Alliance	Congestion Mitigation and Air Quality Improvement Program (CMAQ) & TAP
GOAL 3: Make the street network safer and more user-friendly at high-crash locations, such as at Foster & Northwest Highway and Higgins & Milwaukee Ave.			
3.1 Consider street network improvements to reduce crashes and improve public safety.	Medium-Long	CDOT, 45th Ward, CTA	IDOT and CDOT Capital Infrastructure
3.2 Install informational kiosks & wayfinding signage.	Short	45th Ward, CDOT, Jefferson Park Chamber, JPNA, JPF, RTA, CTA, Metra, Pace	RTA Access to Transit, TIF
GOAL 4: Enhance bike and pedestrian access by upgrading crosswalks and improving Long Avenue & Ainslie Street.			
4.1 Evaluate pedestrian and bike improvements on Milwaukee Ave. and commercial streets.	Short	CDOT, CTA, 45th Ward, Jefferson Park Chamber, Gladstone Park Chamber, Active Transportation Alliance	RTA Access to Transit Program
4.2 Evaluate upgrading Long Ave. to a shared street for pedestrians and cars.	Medium-Long	CDOT, Chicago Park District	CDOT Capital Infrastructure, 45th Ward, TIF
4.3 Improve bicycle routes and access to Forest Preserves and the path along the Chicago River.	Short	CDOT, Cook County Forest Preserve, Active Transportation Alliance	Congestion Mitigation and Air Quality Improvement Program (CMAQ), TAP, Surface Transportation Program (STP)
4.4 Add bike parking and Divvy stations in public spaces.	Short-Medium	CDOT, Divvy, other bike vendors, 45th Ward	CDOT, TIF, SSA, 45th Ward, RTA Access to Transit Program, (for bike parking at Metra station), CMAQ
GOAL 5: Strategically address parking to support businesses and local destinations through shared parking opportunities.			
5.1 Identify opportunities for multi-use parking and event space to support parking needs and destinations/events.	Medium	CDOT, Copernicus Center, Landowners/proposed developments	Private property owners
5.2 Encourage new development to incorporate shared-use parking to serve the Transit Center, local destinations, businesses, and arts and culture opportunities.	Short-Long	CDOT, Landowners/proposed developments, 45th Ward, DPD	Private property owners

Appendix

Current Land Use Characteristics

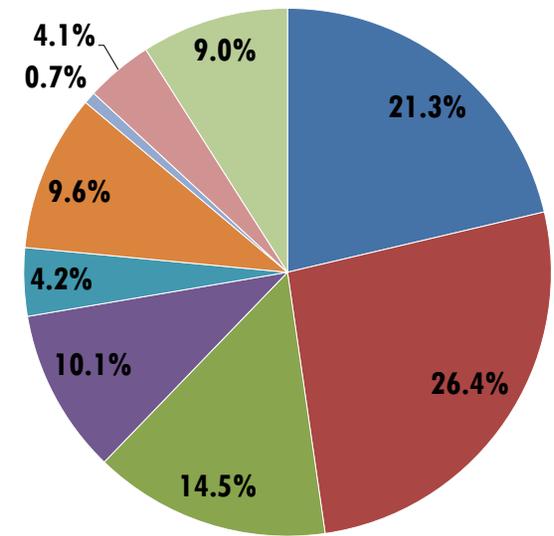
The Study Area today has fairly consistent, segregated land uses. Nearly half of the land is dedicated to residential uses, as single-family and multifamily homes together constitute 47.7% of the area (Table A-1). The next most prominent uses are commercial (14.5%) and mixed-use (10.1%) spaces. Vacant property—including commercial storefronts, residences, and vacant lots—occupy 9.6% of the Study Area. Transportation infrastructure also occupies a large amount of land uses at 9%, which is unsurprising given the neighborhood’s breadth of transportation options.

When examining land uses in the entire Market Area (Table 1), the prevalence of single-family homes increases significantly and the commercial, mixed-use, and vacant spaces decrease substantially. This indicates that the Market Area is primarily residential (66.2%), while the neighborhood’s retail uses are concentrated within the Study Area, albeit with a high percentage of vacant storefronts.

Most commercial uses are one- to three-story buildings with small businesses or offices, mostly concentrated along Milwaukee Avenue and Lawrence Avenue, with some commercial uses also scattered among residential properties on Higgins Avenue. There is a combination of industrial, commercial, and residential uses found along Elston Avenue and Northwest Highway.

The Study Area is also home to a number of cultural institutions, including the Copernicus Center, the Gift Theatre, the Ed Paschke Art Center, and the Masonic Temple.

Figure A-1. Land Uses in Jefferson Park Study Area



Source: City of Chicago

Table A-1. Land Uses in Jefferson Park Study Area and Market Area

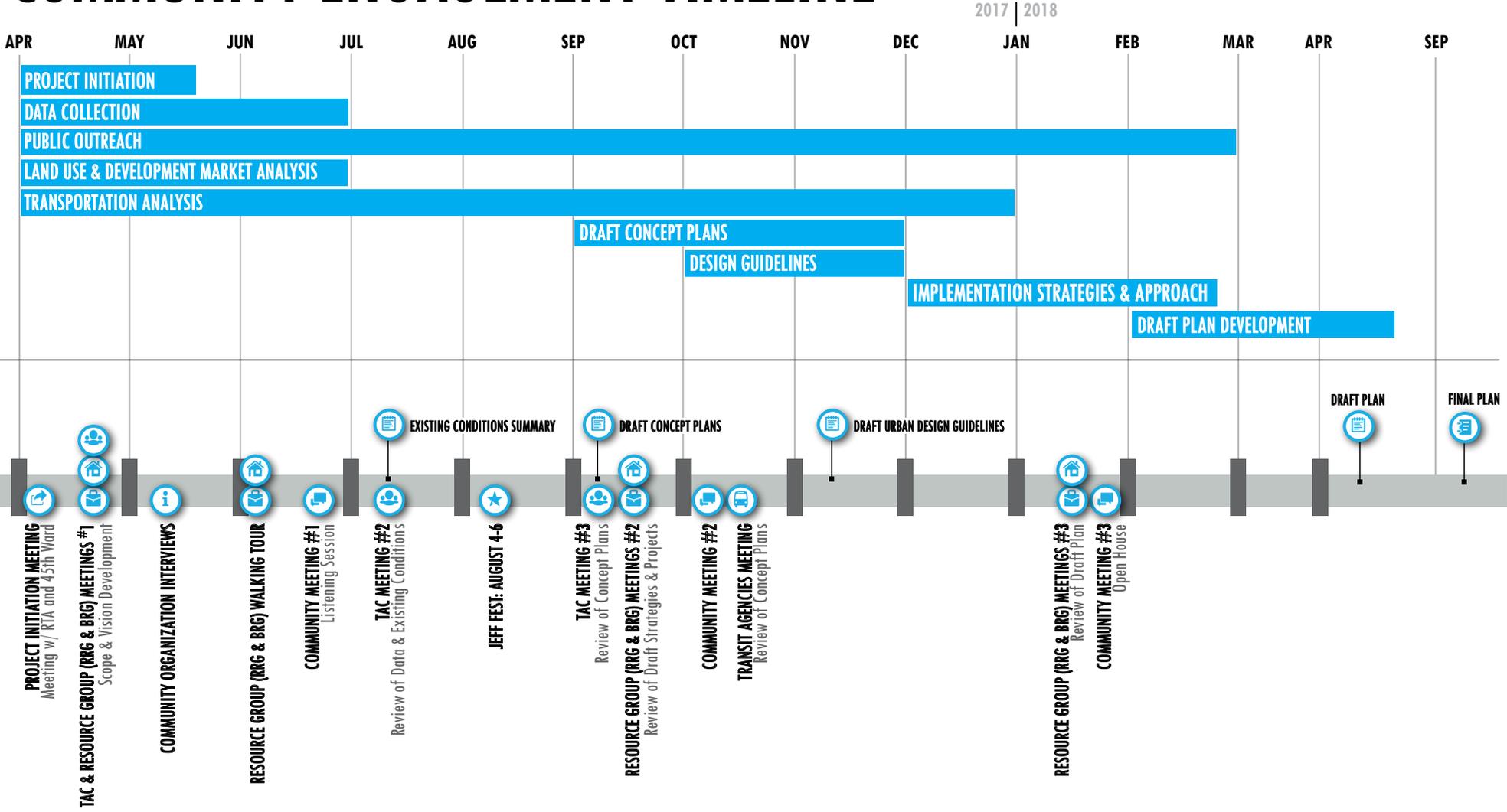
	Study Area	Market Area
Single Family	21.3%	43.8%
Multi-Family	26.4%	22.4%
Commercial	14.5%	5.9%
Mixed-Use	10.1%	1.6%
Vacancies	9.6%	0.9%
Transportation	9.0%	12.6%
Institutional	4.2%	4.0%
Open Space	4.1%	4.5%
Industrial	0.7%	4.2%

Source: City of Chicago, 2017

Timeline & Community Engagement

JEFFERSON PARK STATION AREA MASTER PLAN

COMMUNITY ENGAGEMENT TIMELINE



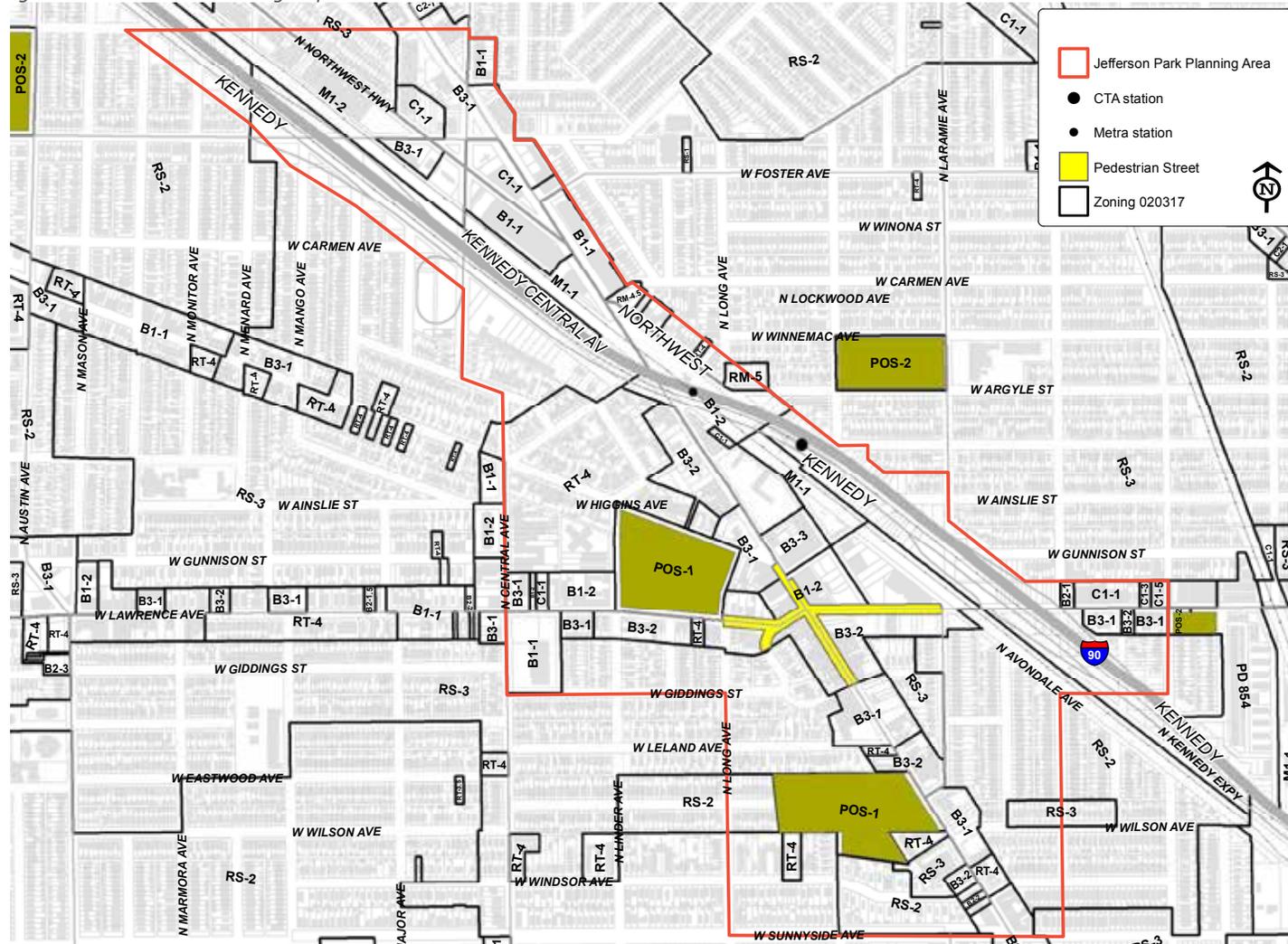
Zoning

Residential zones in Jefferson Park are generally RS-2 or RS-3, and are primarily detached, single-family homes with some two-flats. RT-4 is quite common in the Study Area, allowing two-flats, townhouses, and low-density apartment buildings. The highest-densities found in the area are select lots zoned RM-4.5 and RM-5. Recently, planned developments have also been approved in the Study Area.

The Study Area has four different kinds of commercial zones: Neighborhood Shopping District, Neighborhood Mixed-Use District, Community Shopping District, and Neighborhood Commercial District. By far the two most prevalent are Neighborhood Shopping District (B1) and Community Shopping District (B3). All commercial zones in the station area permit apartments either on or above the ground floor.

Maximum building heights for buildings within these commercial zones vary based on lot frontage and whether the building has ground-floor commercial space. These zones do not require front or side setbacks, unless the property borders a residential lot, in which case the front setback must be at least half of the residence's front setback and the side setback must be equivalent to the neighboring front setback.

Figure A-2. Jefferson Park Zoning Map



Source: City of Chicago, 2017 Existing Zoning Data

Approved and Proposed Developments in Study Area

4849 N. Lipps Ave.

Planned

Marketed as “Jefferson Place,” this development—which was approved in June 2017 by the City Council’s Zoning Committee—would have 114 new 1- and 2- bedroom apartments (12 of which will be rented at affordable rates) and 10,000 square feet of new commercial space. The commercial space could accommodate up to eight businesses which would be underneath a five-level, 200-space parking garage. The building reaches 16 stories at its tallest point on the southern end, while the northern half of the building is only six stories. Currently a vacant lot used for parking, this development is directly adjacent to the Jefferson Park Transit Center and will provide residents with easy access to transit as well as public parking to serve the area.

5342-44 W. Argyle St.

Planned

Located at the corner of Long Avenue and Argyle Street, just north of the Kennedy Expressway and the Jefferson Park Transit Center, this approved project will be a new construction of two, four-story residential buildings. There will be 48 units, with five set aside at affordable rates, and a total of 50 parking spots. Most of the apartments will face an inner 4,700 square foot courtyard.

5201 W. Lawrence Ave. (Gateway Apartments)

Construction underway

Approved in March 2017, this four-story, mixed-use development will occupy several vacant lots at the intersection of Lawrence and Laramie in the heart of the Jefferson Park community. The building will have 39 residential units, four of which will be affordable, and will include 9,900 square feet of commercial space on the ground floor. This project was approved as a planned development and will provide 62 parking spaces for residents and shoppers.



4849 N. Lipps Ave. (proposed rendering)



5342-44 W. Argyle St. (proposed rendering)



5201 W. Lawrence Ave. (proposed rendering)

5150 N. Northwest Hwy.

Approved

Full Circle Communities has proposed a 75-unit (38 three-bedroom, 16 one-bedroom, 16 two-bedroom, and 5 studios) mixed-use, mixed-income development. The building will offer 45 units for households earning at or below 60% of the Area Median Income (AMI), 15 units for households that earn 30% AMI, and 15 units rented at market rate. All units will be accessible or adaptable for persons with disabilities, and all will prioritize veterans, with 15 units reserved for veterans and their families exclusively. The development would also include 5,500 square feet of ground floor retail and 40 spaces of off-street parking. In September 2018, the Chicago City Plan Commission unanimously approved the proposal.



5150 N. Northwest Highway (proposed rendering)

Resident Employment

In order to strategically support economic development efforts, it is important to understand the local employment base.

As seen in Figure A-3, residents of the Jefferson Park Market Area are employed in a wide range of industries, with the largest sectors being health care and social assistance (12.7%), retail (11%), and education (8.8%).

Chapter 4 on Economic Development discusses Jefferson Park's strong income base and the many factors that contribute to the area's potential to grow into a thriving business district.

Figure A-3. Jefferson Park Market Area Resident Employment by Industry, 2015

Health Care and Social Assistance	12.7%
Retail	11.0%
Education	8.8%
Accommodations and Food Services	8.7%
Manufacturing	8.5%
Administrative and Support	7.7%
Public Administration	5.4%
Finance and Insurance	5.1%
Transportation and Warehousing	4.4%
Other Services	4.3%
Total Employment	14,164

Note: All other sectors employ fewer than 3% of employed residents.
Source: U. S. Census, OnTheMap 2015