



CHICAGO PLAN COMMISSION

Department of Planning and Development

Proposed Amendment to PD 306

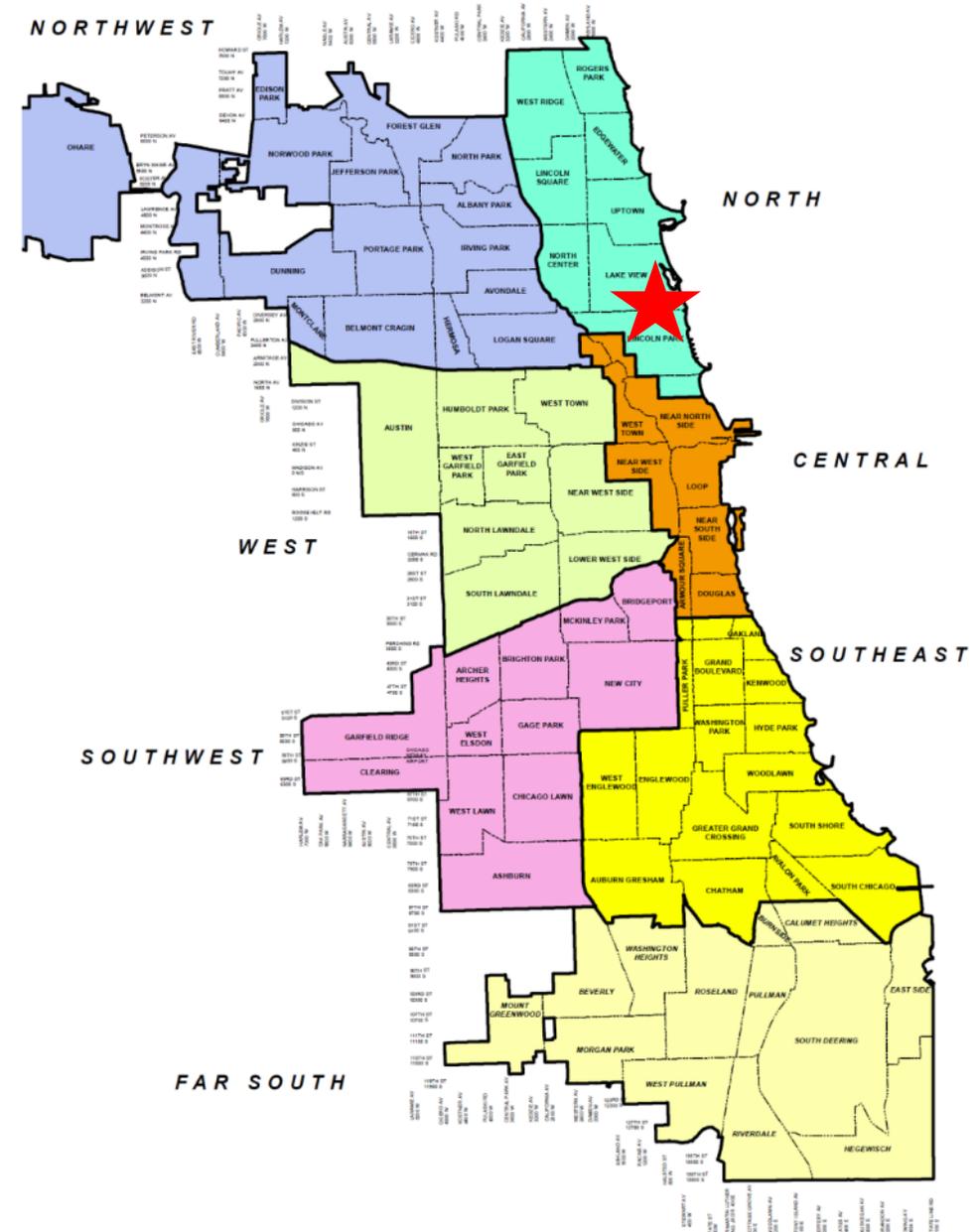
**554-628 West Diversey Parkway/
2801-2807 North Broadway Street (44th Ward)**

Lincoln Park Plaza Lofts, LLC

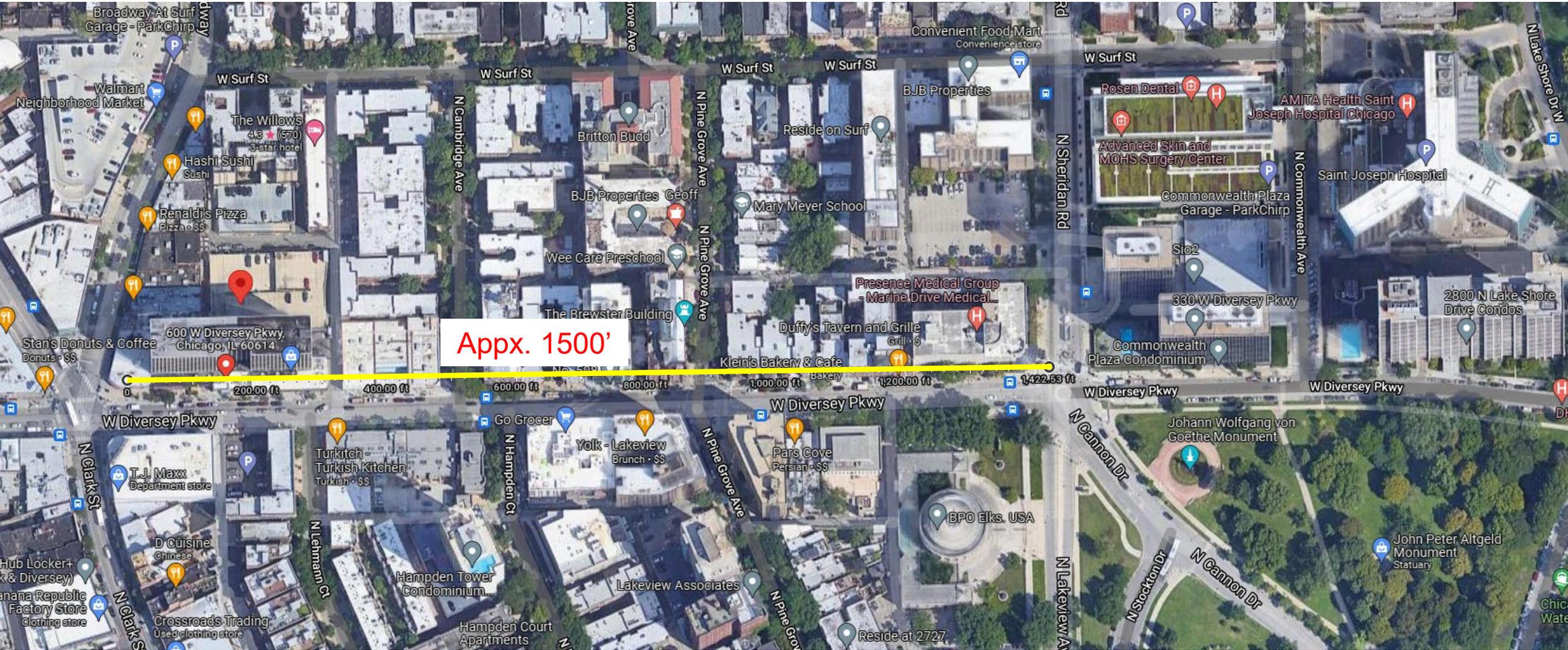
November 18, 2021

★ Community Area Snapshot

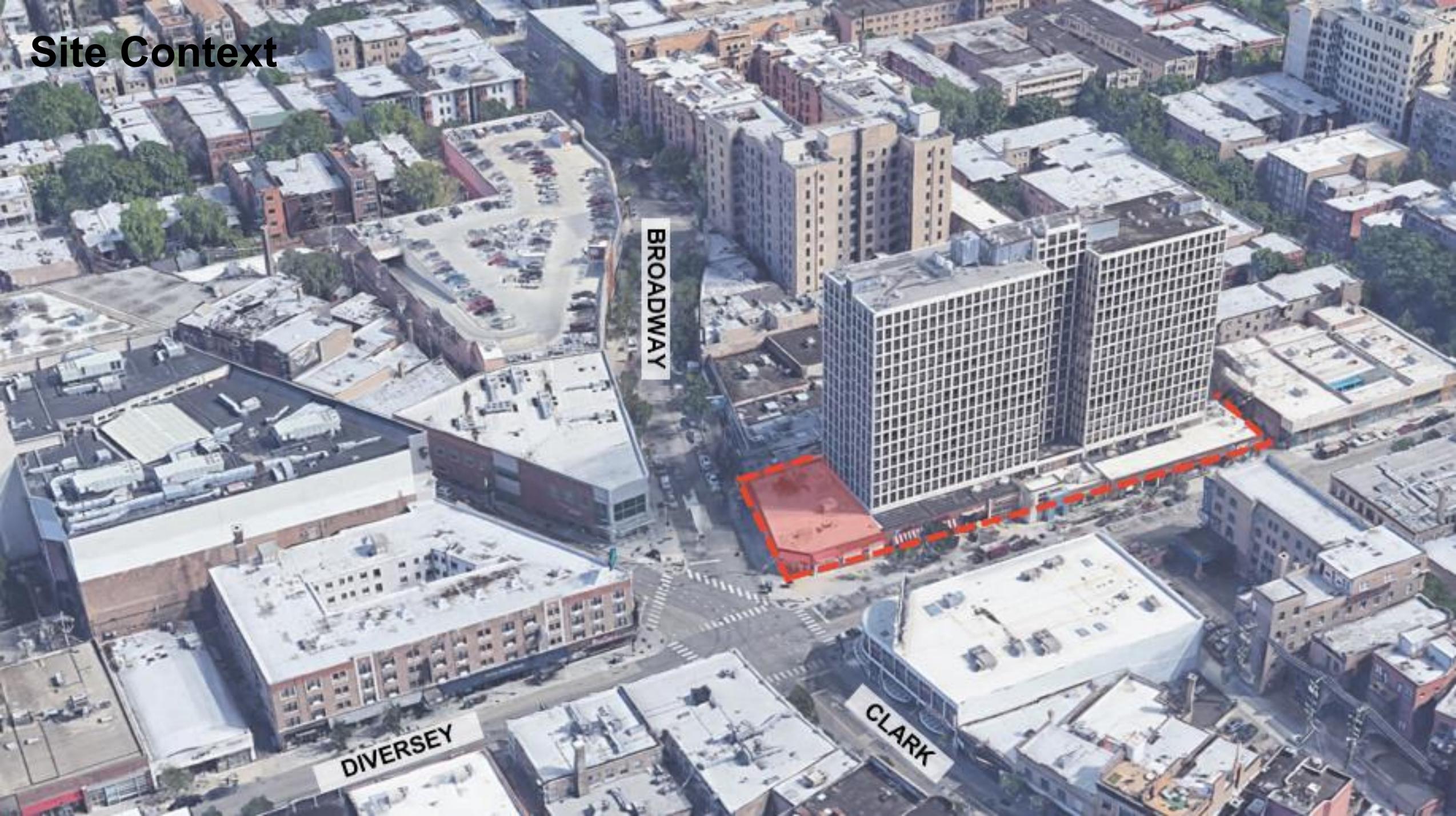
- North Region, Lake View Community Area (site on the border with the Lincoln Park Community Area as well)
- Highly walkable with good access to transit
- Lake View Community Area Demographics:
 - 77.8% white (2015-2019)
 - 48% 20-34 years old (2015-2019)
 - 80% have bachelor's degree or higher (2015-2019)
 - 48.7% live in single-person households
 - 35.9% of residents have no access to a vehicle; 52.1% use transit to commute
 - 31.5% of land is used as multi-family residential



Approx. 1,500 feet from TOD Bus Line/Stop



Site Context



BROADWAY

DIVERSEY

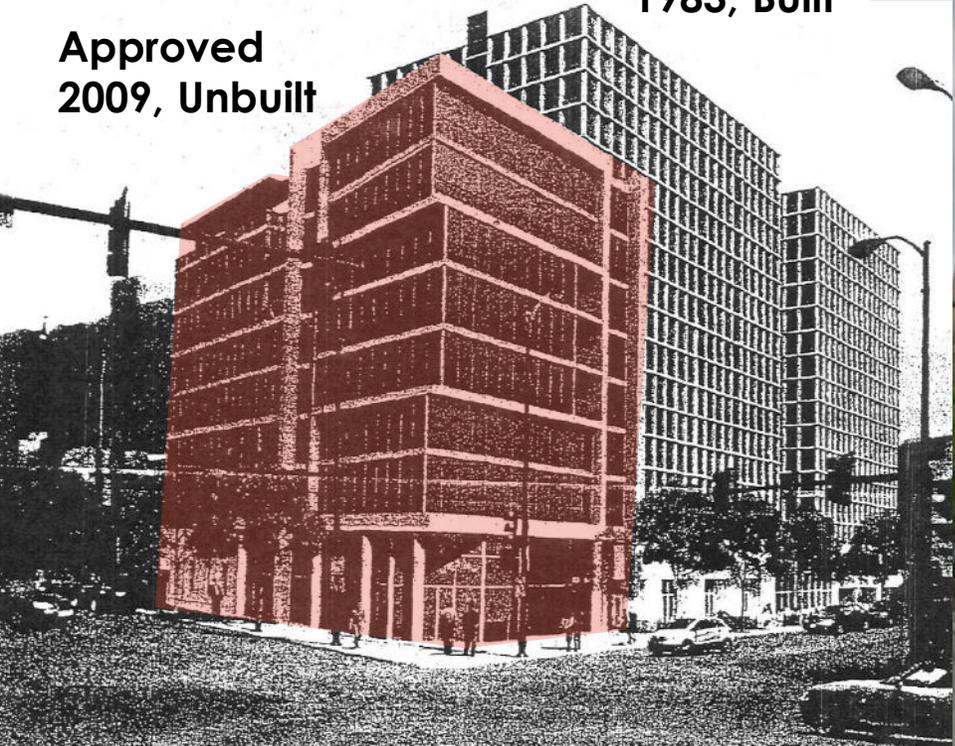
CLARK

Street View of Subject Property



Previously Approved Proposal

Approved
2009, Unbuilt

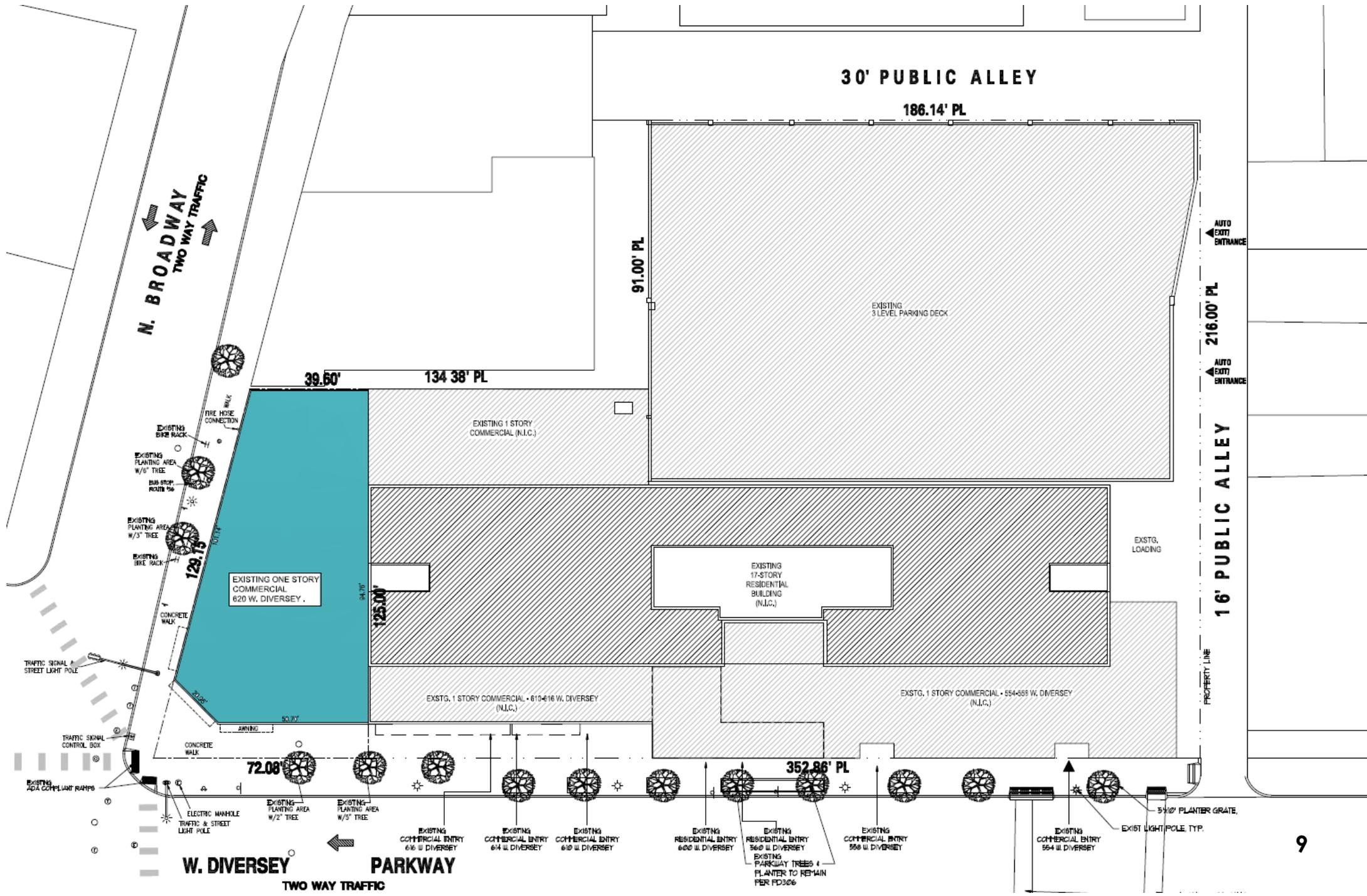


Approved
1983, Built



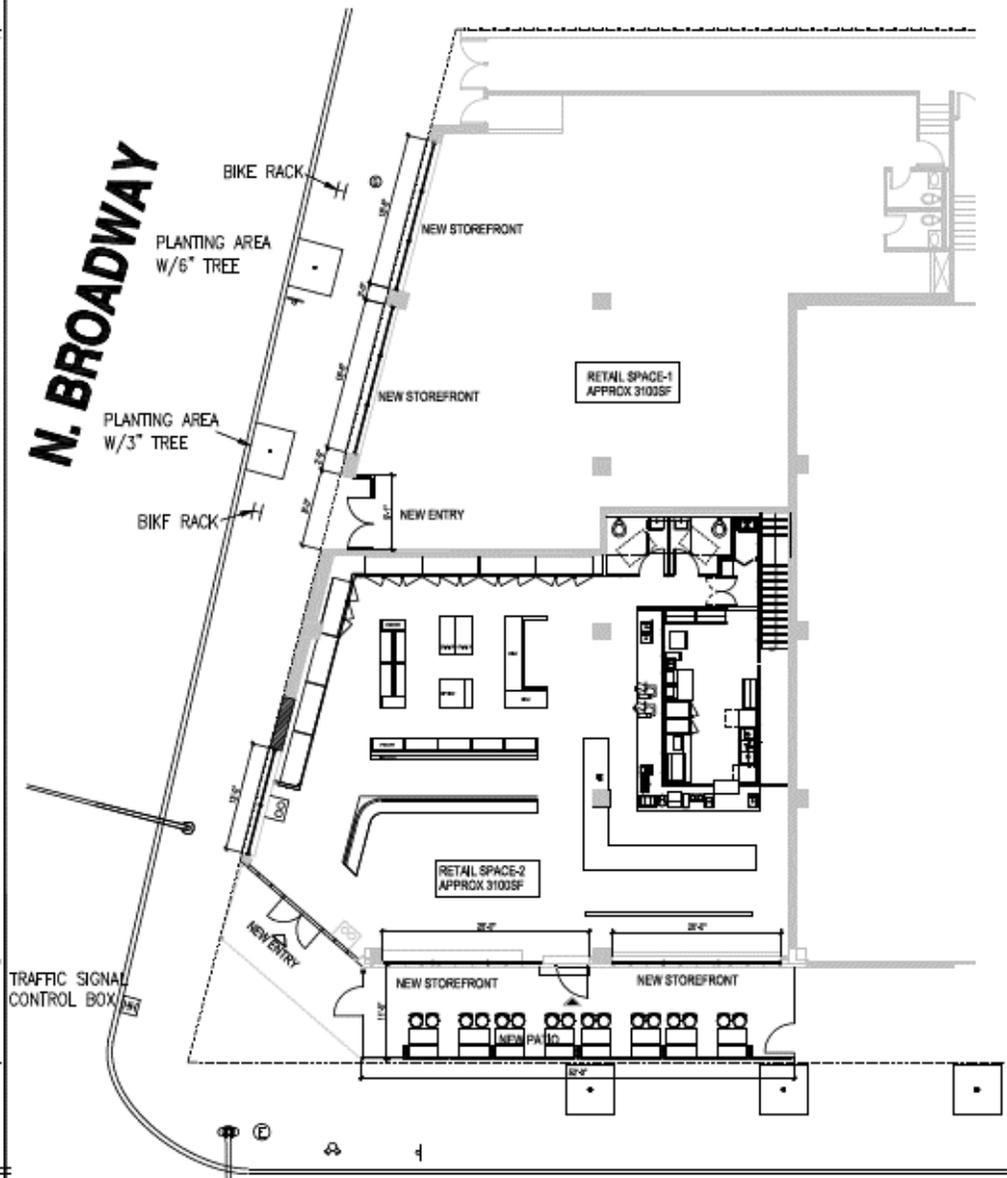
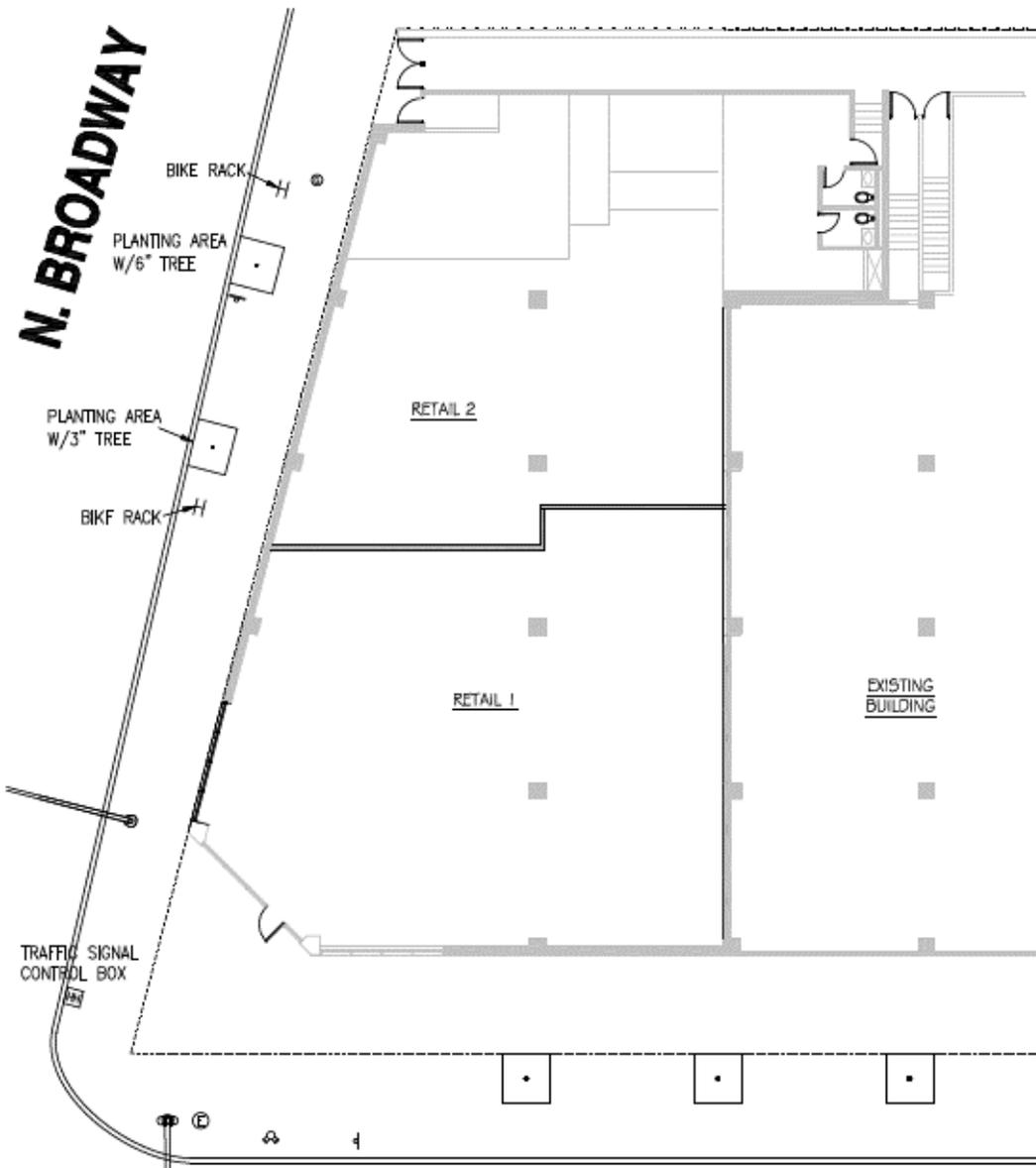
Existing Conditions

PD 306



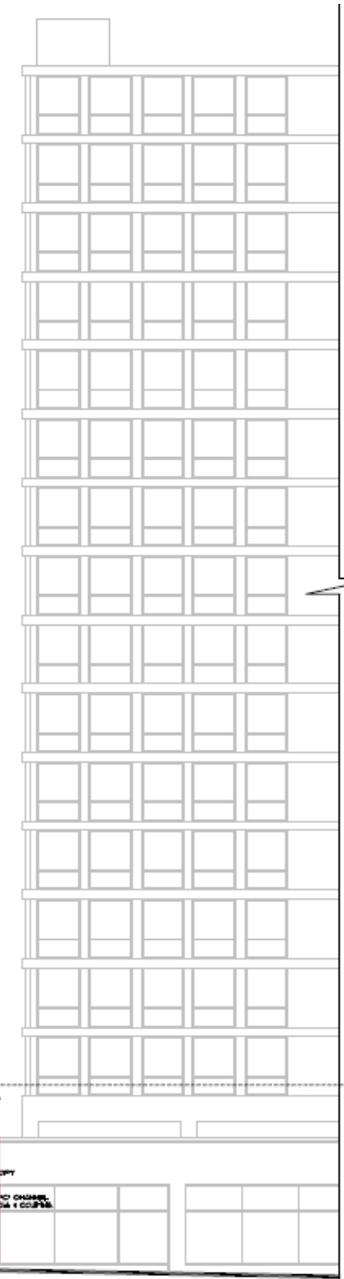
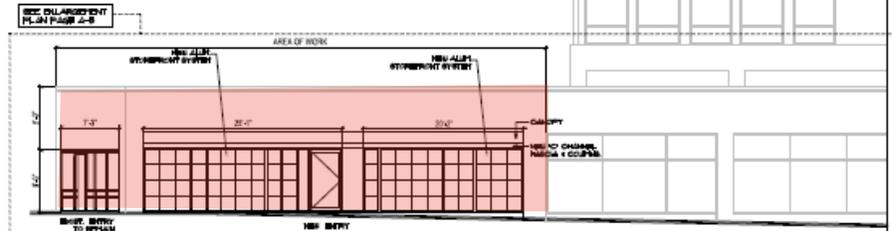
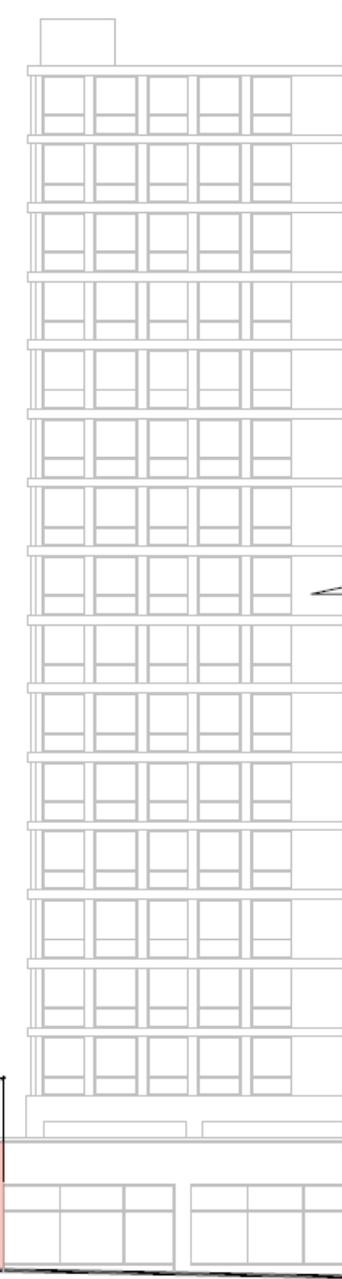
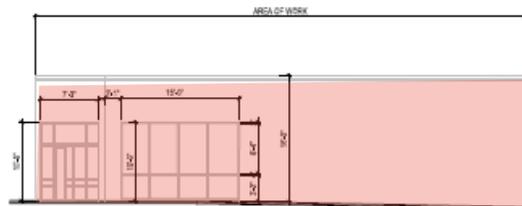
EXISTING

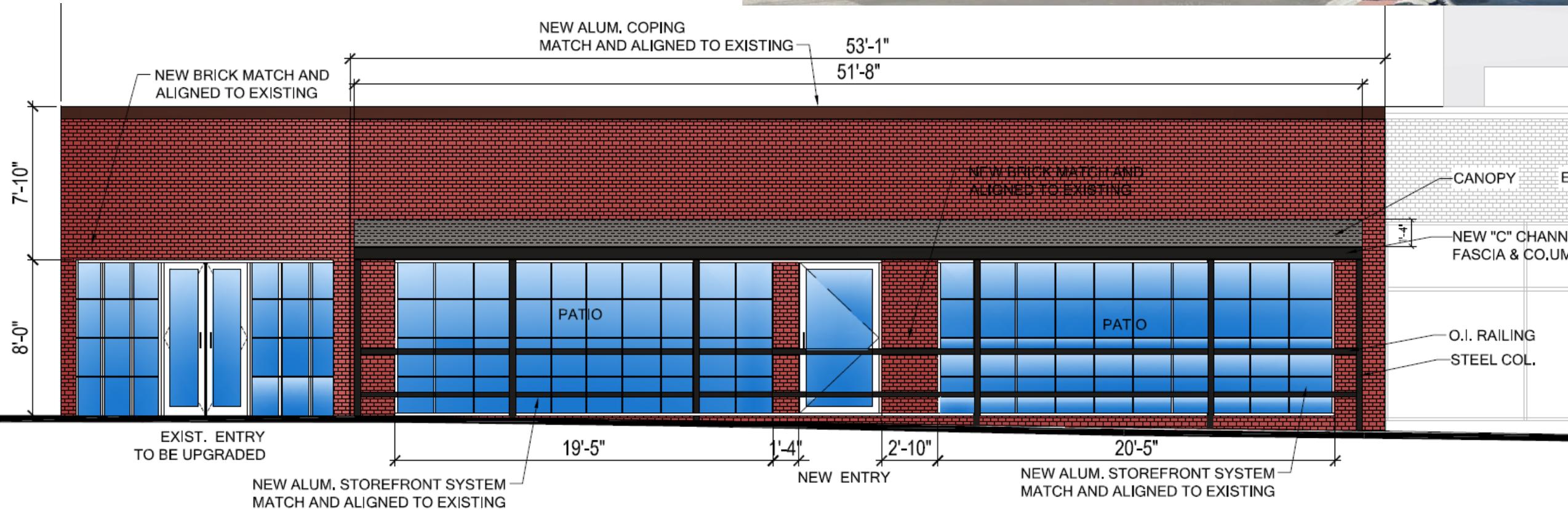
PROPOSED



EXISTING

PROPOSED





SOUTH ELEVATION (Diversey)

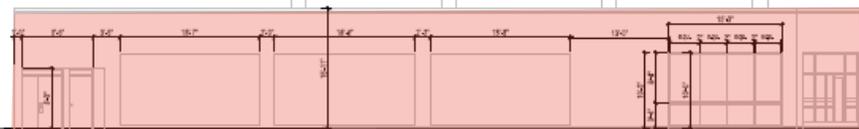
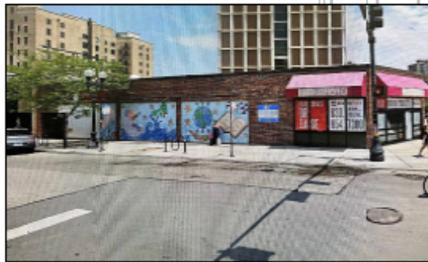
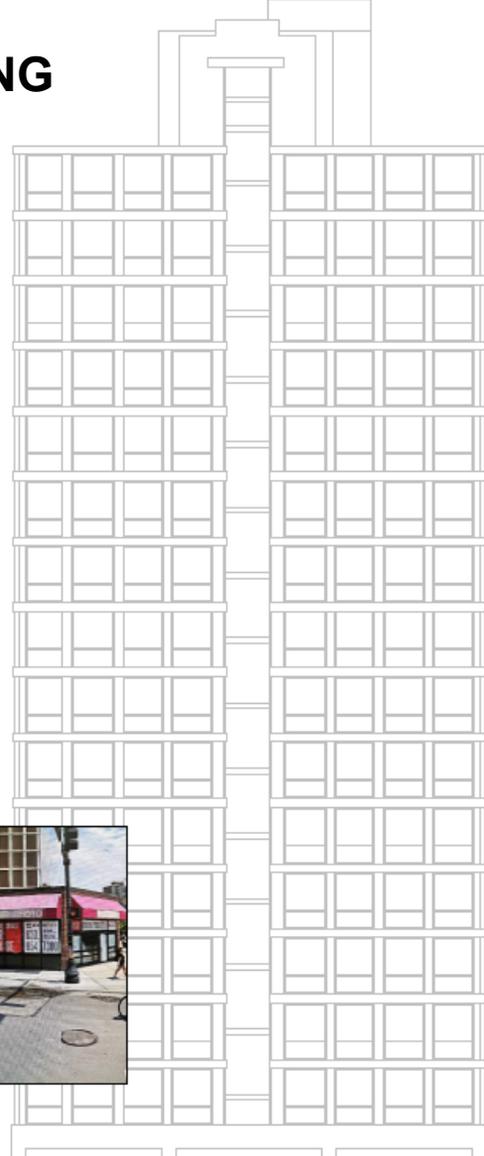


PERSPECTIVE VIEW FROM EAST

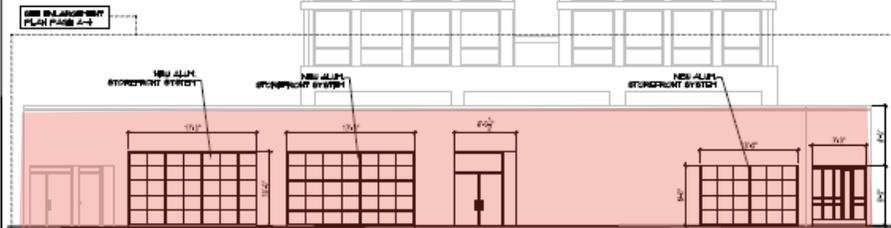
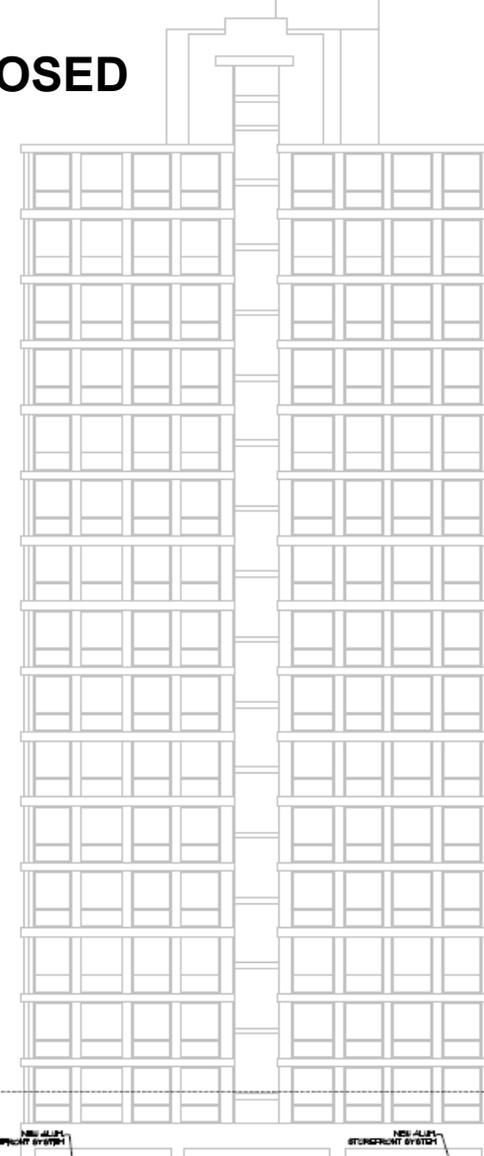


PERSPECTIVE VIEW FROM SOUTHEAST

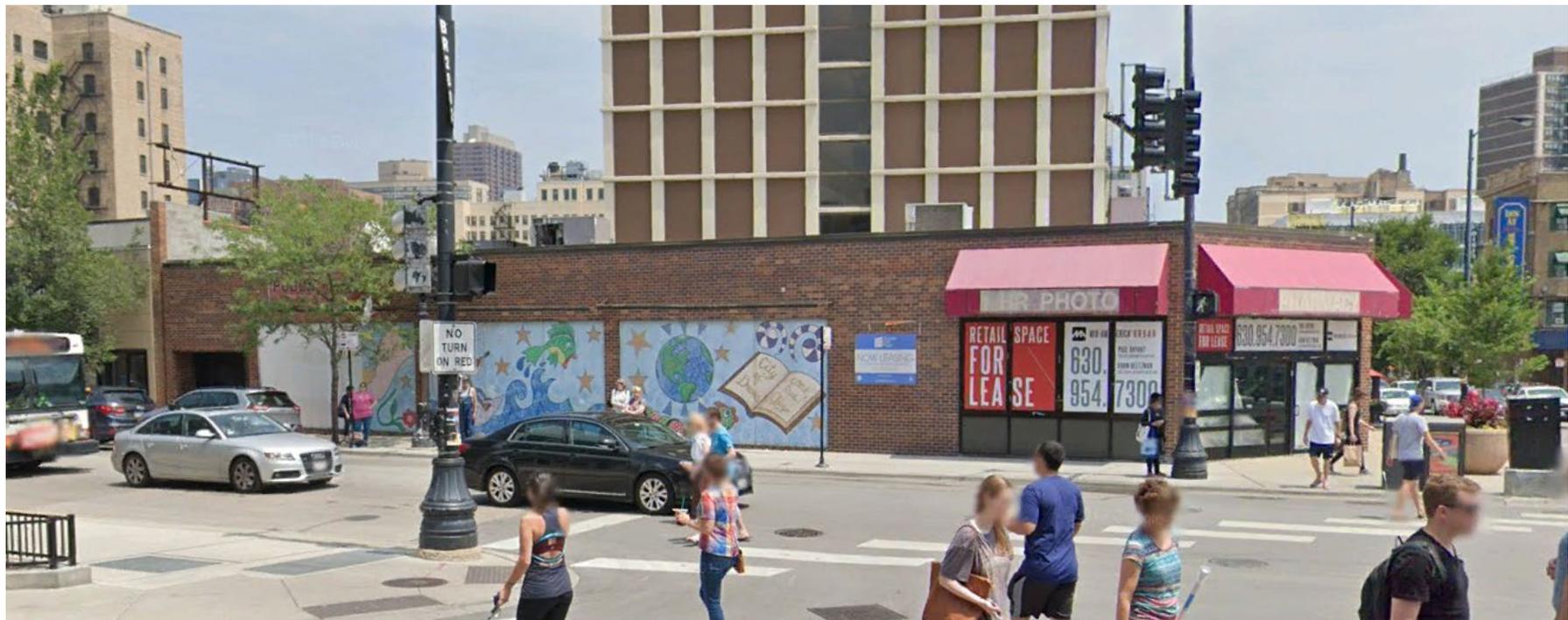
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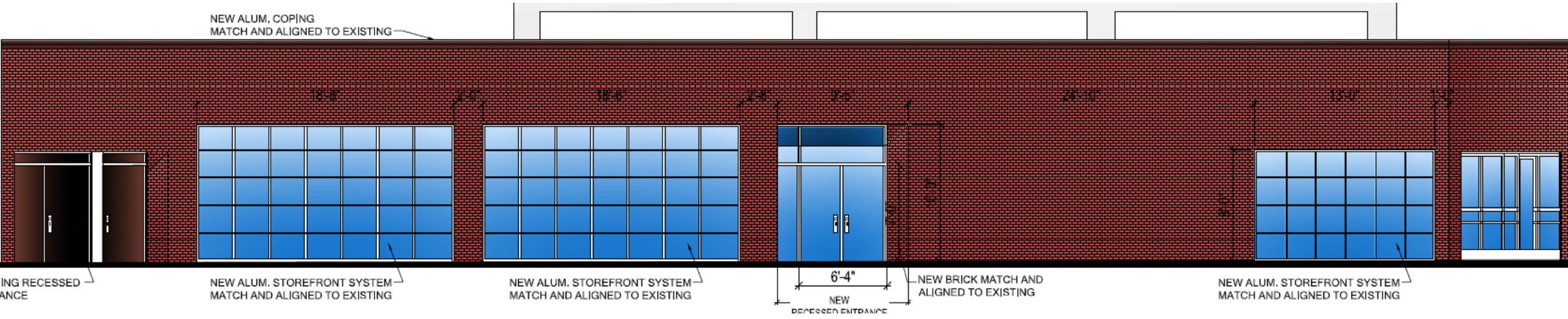
PROPOSED



WEST ELEVATION (Broadway)



NEW ALUM. COPING
MATCH AND ALIGNED TO EXISTING



EXISTING RECESSED
ENTRANCE

NEW ALUM. STOREFRONT SYSTEM
MATCH AND ALIGNED TO EXISTING

NEW ALUM. STOREFRONT SYSTEM
MATCH AND ALIGNED TO EXISTING

6'-4"
NEW
RECESSED ENTRANCE

NEW BRICK MATCH AND
ALIGNED TO EXISTING

NEW ALUM. STOREFRONT SYSTEM
MATCH AND ALIGNED TO EXISTING

WEST ELEVATION (Broadway)



PERSPECTIVE VIEW FROM WEST

PD 306 History

	Approved 1983	Approved 2009	Approved 2018	Approved 2019	Existing (2021)	Proposed Amendment
Underlying District	B3-4	B1-5				
Dwelling Units	249	306	307		253	253
FAR	4.3	5.0			4.3	4.3
Max Height		153' & 98'		153' & 113'-7"	153' & 15'6"	153' & 15'6"
Accessory Parking	95 min	224 min		198 min	198	198
Non-Accessory Parking	96 max	82 max		0	0	0
Loading	1	2			1	1

Project Timeline + Community Outreach

- Date of PD Filing: September 14, 2021
- Community Meetings with SLVN (South Lakeview Neighbors)
 - 10/11/21
 - 11/08/21
- Positive recommendation from SLVN
- Communication and cooperation with Alderman's office

Economic & Community Benefits

- Proposed amendment will allow activation of walkable, vibrant corner
- Will replace long-vacant storefront



DPD Recommendations

- A) Promotes **economically beneficial development patterns that are compatible with the character of existing neighborhoods** (per 17-8-0103), as evidenced by the proposed uses of the development, with those such specifics being in context with the character of the immediate community;
- B) Ensures a level of amenities appropriate to the nature and scale of the project (per 17-8-0104), as evidenced by the **proposed uses intended to serve the adjacent community**, while being in general accordance with the requirements of the Chicago Zoning Ordinance;
- C) Promotes transit, pedestrian and bicycle use, ensures accessibility for persons with disabilities and minimizes conflicts with existing traffic patterns in the vicinity (per 17-8-0904-A-2, 3 & 4), as evidenced through the **site's proximity to public transit, bicycle facilities, and accessible pedestrian network**;